

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LVII. NEW YORK, NOVEMBER 7, 1906.

No. 6.

Hop Into the Band Wagon

Surely you can't do better than join the throng of local and foreign advertisers who are fast learning the real situation in Indianapolis. During September, 1906, as compared with September, 1905:

The STAR gained 62,054 lines classified and 88,311 display.

The News gained 9,478 lines classified and lost 67,788 display.

The STAR shows a net **gain** of 150,365 lines.

The News shows a net **loss** of 58,310 lines.

The STAR **gained** about two pages a day.

The News **lost** about one page a day.

The daily average *net paid* circulation of the Indianapolis Star for September, 1906, was **84,055**.

• This, as compared with the circulation of any other Indianapolis newspaper is **13,637 larger**.

Local advertisers are not overlooking these facts Can you afford to?

The Star League (Indianapolis, Muncie and Terre Haute Stars) offers a combined circulation of 135,153, which is more than the combined circulations of any other 10 newspapers in the State of Indiana. Combination rate, 15c. per line.

GENERAL OFFICES OF THE STAR LEAGUE

Indianapolis Star,

Muncie Star,

Terre Haute Star

STAR BUILDING, INDIANAPOLIS

C. E. LAMBERTSON, 1315 Flatiron Building, New York, Eastern Manager.

JOHN GLASS, Boyce Building, Chicago, Western Manager.

Newspapers Worth Counting

[560 closely-printed pages]

IS OUT

Of the nearly 25,000 newspapers published this book names about 8,000. Of the 8,000 about 1,000 are made to appear specially valuable to general advertisers. Some of these 1,000 will wish to see the book have a wide distribution. A few of them will want books to sell or give away. The price of a single book is \$1, but a dozen copies may be had for \$5, a hundred copies for \$25, or 1,000 copies for \$200. Delivered freight, express or postage paid on receipt of price. Address PRINTERS' INK PUBLISHING COMPANY, No. 10 Spruce Street, New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893.

VOL. LVII.

NEW YORK, NOVEMBER 7, 1906.

No. 6.

THE JOBBER.

DON'T IMAGINE THAT EVERY GENERAL ADVERTISING CAMPAIGN CAN COME TO FULL FRUITION WITHOUT HIM—HE HAS NOT BEEN ELIMINATED, AND PROBABLY WON'T BE—WHAT THE NAZARETH WAIST CO. DOES TO GET HIS SUPPORT.

"Eliminating the Jobber!"

This is a favorite topic for the after-dinner speech at the advertising banquet, and a favorite text for the theoretical advertising article. A young writer who is impressed with the economics of advertising when he first meets them will grow eloquent over the simple little mathematical trick of cutting out the jobber's profit and dividing it between the fortunate consumer and the delighted magazine publisher. The seasoned advertising orator makes thrills run up and down the spines of his audience as he denounces the predatory jobber and his unrighteous profit. When he gets done it is clear that the jobber is not only effete, innocuously desuete and parasitical, but also that his day is done and his clock fixed. Earth has closed over this pariah of commerce. And his function has been usurped by the more modern stunt of advertising to the consumer, something that is at once enlightened and a good deal cheaper. So you would be led to infer.

H'm!

The other day a PRINTERS' INK reporter called at the office of the Nazareth Waist Co., at 350 Broadway, New York City, to learn something about the methods by which this garment novelty has been marketed since its

introduction sixteen years ago. What suggested this inquiry in the first place was a little blue-bound book entitled "A Message from the President," which was lately sent out by the head of the company, M. W. Schneebeli. This booklet looked as though it had been written for the enlightenment of retailers—and it really had. It contains forty pages of talk to dealers about the technical points of the Nazareth waist, and very good talk—straightforward commercial talk that would not be considered appropriate for publication in a literary journal like the *Dial*, perhaps, but calculated to get right into the confidence of a merchant and do him good.

One of Mr. Schneebeli's young men received the reporter and went over details of the company's experience in advertising. This advertising has been very successful. The Nazareth waist is a knit garment for children, and was the pioneer in its field sixteen years ago. During its commercial career just fifty-three other knit waists for children have come into the market. But only four of them are in existence to-day, and the Nazareth has sales amounting to about twice those of all the others combined, it is said. It can be found in over 25,000 retail stores in this country, and is handled by 201 jobbing houses.

Advertising to the consumer began in 1893, and has gone into the big feminine mediums—*Ladies' Home Journal*, *Delineator*, *Woman's Home Companion*, *Designer*, and so forth. Mr. Schneebeli's polite young man showed some of the copy—good copy—and told what had been done to help the retailer move the goods: Ready-

made ads, cuts, booklets and folders with his name on for distribution in bundles, and all that sort of thing. There was the trademark, and the photographic work showing strong points of the waist, and a number of other points more or less interesting, yet nothing new or suggestive—just the kind of promotion work and publicity that a garment like this ought to have. Nothing very startling to write about until the question of work among jobbers came up. All along the young man had used this word "jobber" with a marked emphasis. He did not seem to know that the jobber had been eliminated. Probably he had not attended any advertising dinners lately, or taken a refreshing dip in the glorious currents of strictly modern distribution thought. He spoke impressively of a special edition of "A Message from the President" that had been printed for jobbers and sent out in a hard cover, each copy signed by Mr. Schneebeli and numbered, exactly like a message to Garcia. He spoke of jobbers' salesmen with esteem and respect, as though they were of some importance in selling the Nazareth waist. He exhibited a list of jobbers who handle the garment, as though it were something entitled to admiration.

"But here—" interrupted the reporter, "hasn't the jobber been pretty well eliminated from the situation?"

"Well, not so you could notice it in this trade," was the reply. "He may be extinct in other lines, but not in the dry goods business. There has been a good deal of talk of eliminating the jobber, I know. But some of the fellows who talk that way might not know a jobber if they saw one.

"The old-fashioned jobber with a big profit has been eliminated. But to-day the modern jobber, handling goods on a moderate margin, is more important than ever to a widely advertised line. The longer a garment like the Nazareth waist is advertised, and the larger the number of retailers who handle it, the more it pays to

give attention to jobbers. We think so much of the jobbing trade that we no longer sell direct to the retailer. We will send him matter to interest him in stocking up, and occasionally call on him when we're in his town waiting for a train. But we must buy through his jobbing house, and ninety-five per cent of all our output, over 300,000 dozen yearly, is distributed through jobbers.

"Profit on goods like these is small. We can't afford to sell through traveling salesmen of our own. The line isn't a big leader from the retailer's standpoint, because it goes into the underwear department with other knit goods. We can move it through advertising to the consumer. We can help the retailer and interest him. But when it comes to distribution we would be as unwise to disregard the jobbers as we would be were we to ignore the immense ready-to-hand circulation of the *Ladies' Home Journal* or *Delineator* and try to get a hearing with a magazine of our own. What does the jobber give us for his moderate profit? Why, an immense selling organization—hundreds of his drummers who carry our line and demonstrate it at no expense to ourselves. He will back up our advertising, back up our guarantee, give us a couple of hundred branch depots in leading commercial centers from Halifax to Vancouver, and from New York to Bisbee, Arizona. The live, up-to-date jobber is more than ever a factor in the advertising game, and when a manufacturer has covered his consuming public and his retail trade through periodical advertising, circularizing, correspondence, etc., the next best investment for promotion money is in work that will strengthen the jobbing situation.

"We are now very much interested in such work. A large edition of Mr. Schneebeli's book has gone to jobbers' traveling salesmen. We are regular advertisers in the dry goods trade journals, where retailers are told two things alternately—the strong points of the Nazareth waist and

in the trade, the modern jobbing house is ready to help him."

Among the various pieces of advertising that were shown to the reporter was a "map" of the Nazareth waist, exhibiting in diagram form its eleven strong points. This was first devised for publication in dry goods trade journals, as a graphic method of conveying the "talking points" to clerks. It had so many advantages that later 750,000 copies were printed for distribution by retailers, and finally it was made a permanent fixture on every box of waists shipped, where it is always on the cover, ready to inform the clerk or be handed over the counter to the shopper. This company's advertising has been confined to women's magazines and literature for distribution by stores. Wherever a retailer manifests a desire for literature, and demonstrates care in sending it out in bundles or as envelope fillers with charge-account bills, the Nazareth Waist Co.'s sales department designs special matter. Billboard and street-car advertising have been tried in large cities, but with results that were not satisfactory, it being found difficult to tell the full story of the garment through these mediums.

Following is a list of jobbing houses in the larger cities that handle this company's goods. It is interesting as a list, and indicates what a grand work of elimination must be carried out before the jobber disappears from this trade:

New York—Calhoun, Robbins & Co.; H. B. Claffin Co.; Mills & Gibb; Tefft-Weller Co.; Lax & Strauss; J. H. Dunham & Co.; M. & C. Mayer; Gutman Bros.; C. B. Rouss; Berg Bros.; J. P. Cahen & Bro.; M. Neuberger & Co.; Cohen, Endel & Co.; John Haydock; J. H. Semel & Co.; Butler Bros. Chicago—Marshall Field & Co.; John V. Farwell Co.; Butler Brothers; Lyon Brothers.

Philadelphia—Joel Baily-Davis Co.; Young, Smyth, Field Co.; T. H. Vanneman, Son & Co.; Sheibley, Hettrich & Tyler; Sullivan & Company; Sullivan & Brother; Pearce Bros. & Co.; Strawbridge & Clothier; Derr-Haney & Co.; H. A. Lang & Co.; Markovitz Brothers; W. Bodek Co. St. Louis—Ferguson-McKinney D. G. Co.; Rice-Stix Dry Goods Co.; Ely & Walker Dry Goods Co.; Hargadine-

McKittrick D. G. Co.; Butler Brothers. Boston—Walker-Stetson Co.; Blodgett, Ordway & Webber; Boston Dry Goods Co. John R. Ainsley & Co. Baltimore—Johnson, Boyd & Co.; Daniel Miller Co.; Tregellas, Hertel & Co.; Carter, Webster & Co.; Baltimore Bargain House; Treide & Sons; Blankenberg, Schloss & Co.; Florence W. MacCarthy Co.

Cleveland—Root & McBride Co.; Wm. Taylor, Son & Co. Buffalo—Adam, Meldrum & Anderson Co.; S. O. Barnum & Son Co.; Clawson & Wilson Co.

San Francisco—Levi, Strauss & Co.; Murphy, Grant & Co.; L. Dinkelspiel & Sons; Bauer Bros. & Co.; B. J. Schmidt & Co.; Seairight-Waldeck Co. Cincinnati—Reins & Meiss; Louis Stix & Co.; John Shillito Co.; Alms & Doepke Co.; John H. Hibben D. G. Co.; Meyer, Wise & Kaichen; Plaut & Isaac; H. F. Klimper & Co.

Pittsburg—Arbuthnot-Stephenson Co.; Pittsburg Dry Goods Co.; J. J. Porter & Co.; Jas. B. Haines & Sons.

New Orleans—S & J. Katz & Co. Detroit—Edson, Moore & Co.; A. Krolik & Co.; Burnham, Stoepel & Co.; A. D. Rosen & Co.; Crowley Brothers. Milwaukee—H. Stern, Jr., & Bro. Co. Washington—Guy, Curran & Co. Louisville—J. Bacon & Sons; J. M. Robinson, Norton & Co.; S. Goldstein & Co.

Minneapolis—Wyman, Partridge & Company.

Providence—Callender, McAuslan & Troup Co.

Indianapolis—Havens & Geddes Co.; Efrogmson & Wolf.

Kansas City—Smith-McCord, Townsend D. G. Co.; Burnham, Hanna, Munger D. G. Co.; Swofford Bros. Dry Goods Co.; Maxwell, McClure Notion Co.

St. Paul—Lindeke, Warner & Sons. Rochester—Sibley, Lindsay & Curr Co.; Burke, FitzSimons, Hone & Co.; Smith, Beir & Gormly.

Denver—Daniels & Fisher Stores Co.; Schwartz Merc. Co.

Toledo—L. S. Baumgardner & Co. Syracuse—Neal & Hyde; Syracuse Dry Goods Co.

St. Joseph—Tootle, Wheeler & Motter Merc. Co.; Hundley Dry Goods Co.; Richardson, Roberts D. G. Co.; John S. Brittain D. G. Co.

Omaha—M. E. Smith & Co. (Inc.); Byrne & Hammer D. G. Co.

Los Angeles—Johnston, Barret D. G. Co.; Klein, Norton Co. (Inc.)

Memphis—B. Lowenstein & Bros. Richmond—J. R. Riddick Co.

Nashville—W. S. Riddle. Seattle—Seattle Dry Goods Co.

Salt Lake City—Zion Co-operative Merc. Inst.; F. Auerbach & Bro.

Dallas—Sanger Brothers. Wheeling—Delaplain Dry Goods Co.

John S. Naylor & Co.; H. Frank & Co. Tacoma—Morris Miller Co.

Spokane—Spokane Dry Goods Co. Mobile—Pollock & Bernheimer.

Chattanooga—Miller Brothers. Ogden—John Scowcroft & Sons Co.

Montreal—W. R. Brock Co. (Ltd.);

Greenshield's, Limited; Hodgson, Sumner & Co.; A. Racine & Co.

Toronto—John Macdonald & Co.; Beatty, Kerr & Verner; Merchants Dyeing & Finishing Co.; W. R. Brock Co. (Ltd.); Gordon, Mackay & Co. Halifax—W. & C. Silver; Smith Brothers.

St. John—Vassie Co., Ltd.; London House Wholesale; Manchester, Robertson & Allison.

Vancouver—Gault Bros. Co. Winnipeg—R. J. Whitla & Co.; Greenshield's Western Ltd.

AN AD THAT VIOLATES THE INTERNAL REVENUE LAWS.

John W. Yerkes, Commissioner of Internal Revenue in New York, has decided that alcoholic liquors cannot be used for premiums or advertisements under certain conditions. His decision is given in a recent letter: "Your letter of the 17th instant has been received, stating that you are figuring at the present time with a tailoring concern. * * * who in the past have been giving away with the first order for their clothes various articles as a premium and who now desire to give away this year, instead of these old time premiums, six bottles of assorted liquors, and desire to pack these six bottles and a suit of clothes or an overcoat in one box and to ship this box by express.

To the second inquiry which you make in this case my reply is that the tailors thus sending out bottles of distilled spirits or wine or other liquor coming under the internal revenue laws would be regarded as disposing of the liquors under conditions constituting sale of them, and would therefore be required to pay special tax as liquor dealers."

A FEATURE THAT MIGHT ATTRACT ELSEWHERE.

After Charles F. Stuart of the Cleveland News editorial staff had been carefully examined by two physicians in good standing, he started out to interview some doctors who advertise, with the intention of describing their methods. Mr. Stuart is twenty-five years old and six feet tall. The physicians who first looked him over certified that he was healthy in every particular except that he had a slight bronchial affection, probably due to smoking.

But the practitioners whose methods Mr. Stuart exposed told him another story. According to them he was affected with grievous maladies of the heart, nervous system, kidneys, bladder, liver and stomach. For two weeks Mr. Stuart went about among the advertising "specialists." He described his experiences in a series of articles in the News. Mr. Stuart told of the devices by which medical schemers frighten visitors into giving up money. One consequence was that two Cleveland "healers" were arrested on charges of obtaining money under false pretenses.—*Fourth Estate*.

GROWTH OF DOUGLAS SHOE.

In a recent booklet, W. L. Douglas makes an interesting statement showing the growth of his shoe business, which has been built up by persistent advertising. He says that from July 6, 1876, when the start was made, to Jan. 1, 1906, a period of twenty-nine years and six months, he has made and sold 23,409,304 pairs of shoes. Another detail revealing the stupendous size of the business at this time is the statement that the advertisements of the company are now carried in over 8,000 daily, weekly, and monthly publications, covering the entire country and much outside its limits, and having a circulation of 16,000,000 copies.—*Profitable Advertising*.

On the tenth of November the seventieth birthday of Henry Mills Alden, for thirty-seven years editor of *Harper's Monthly*, will be celebrated in an elaborate way in the staid publishing house in Franklin Square.

EIGHT MONTHS OF 1906

From Jan. 1, 1906, to August 31, 1906, The Chicago Record-Herald

**Gained
2,130 Columns
Advertising**

over the corresponding eight months of 1905.

THE RECORD-HERALD prints the statement of circulation for each day of the preceding month in every issue. How much better this is than "high-water marks."

**THE CHICAGO
RECORD-HERALD**

Lincoln Freie Presse
GERMAN WEEKLY.

LINCOLN, NEB.

Prints nothing but original matter and brings an abundance of articles and items of special interest to German-Americans, which accounts for the immense popularity of the paper in the German settlements everywhere.

THE STRENGTH OF INTEREST.

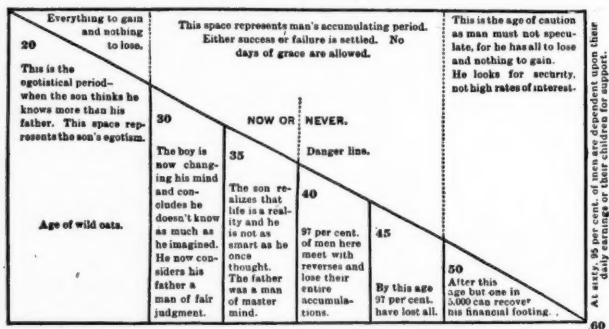
DEMONSTRATING IT IN STRIKING WAYS THROUGH SAVINGS BANK ADVERTISING—INTEREST PENNIES PERFORM WONDERS—SOME COMPARISONS AND SUGGESTIONS FOR THE MAN WHO WRITES BANK COPY.

The savings bank is bound by none of the conventions that hedge in a commercial bank in making its appeal to the public. When advertising for commercial accounts the banker feels, rightly, that he must maintain commercial dignity and be reserved. Pic-

He is the savings bank's competitor, and the bank, in self defense, ought to put its own proposition in just as striking lights as possible.

One of the chief arguments of savings advertising, of course, is interest. But how few banks "play it up" as a good newspaper man would. "We allow three per cent interest on deposits" says the banker, and having thus made this item of benefit appear just as small as it can be possibly made to appear, he lets it alone. Among the many forceful illustrations at his command, he selects the smallest, knottiest, wormiest apple of them all and offers it to the pub-

Diagram Showing That the Habit of Saving Must be Formed and Exercised Early in Life.



If you do not securely lay up during the harvest, the drouth of old age will catch you without provender at sixty.

By Henry J. Fischer, Cleveland, O.

turesque arguments are not for him. But the savings bank advertises to the populace, and is entitled to every bit of the picturesque there may be in its proposition, provided it be legitimate. In fact, this element is needed, for the "investment" shark in the Sunday papers and every other schemer who seeks to part innocent people from their savings, rely on the human interest points of their games. The shark appeals frankly to the emotions, to avarice, to the desire to make money in large chunks. If these lines of appeal were not open to him, he must go out of business,

lic. Is it any wonder that the public rather prefers the 520 per cent of the shark? He not only swells this liberal rate into a huge total by showing how it will accumulate in a term of years, but undertakes to imagine for his readers their comfortable old age in enjoyment of his "investment."

Interest needs to be put in a concrete form.

A man buys a house and lot for \$3,000, and in the course of twenty years sells it for \$5,000. In every community on earth you will hear people give such examples of increase in value of

realty, and regarding them as marvelous. How often do they stop to reflect that if the man had put his money out at savings bank interest it would have grown to more than \$6,000 in the same time?

You often hear similar stories of the appreciation of other kinds of property. Old books, for example. The first folio Shakespeare printed in 1623, is a very scarce piece of bibliography. It was sold then for \$5 a copy. It is to-day worth \$10,000. Nevertheless, had a man bought a copy of the first folio in 1623 for \$5 and kept it all these years to sell for \$10,000, he would be the loser, it is computed, of over \$30,000. For his five-spot invested at six per cent then would by now have grown to over \$40,000, through the power of compound interest alone.

Benjamin Franklin wanted to leave the cities of Philadelphia and Boston a legacy. He had \$10,000 to be divided between them—not a very large sum to bequeath to two cities for municipal improvement. But he directed that each city put out its \$5,000 at interest for 100 years in charge of trustees. At five per cent, in one century, it would grow to \$655,000. Then the \$600,000 was to be spent in civic improvements and the \$55,000 again put out at five per cent. By the end of the second century this \$55,000 would have grown to \$20,305,000, and Franklin's original modest \$10,000 would have produced over \$41,000,000 for Boston and Philadelphia. At the end of the second century, said Franklin's will, the accumulation would be so great that he did not presume to dictate further as to what should be done with such a huge sum. This is all the growth of interest, and nothing else.

You frequently hear of rare coins selling for large sums. One of these is the dollar of 1794, which brings \$60 whenever a specimen appears. But if a man in the year 1794 had put one of those dollars out at four and a half per cent interest, the compound

by now would have brought him more than the price any numismatist is willing to pay for the dollar of 1794. His original dollar, in other words, would have grown to a point where it would secure him the use of \$1,000 at six per cent.

At interest compounded quarterly money doubles itself as follows: At three per cent, in twenty-three years; three and a half per cent, in less than twenty years; four per cent in seventeen years, five months; at four and a half per cent, in fifteen years, six months; five per cent, in less than fourteen years. At six and a half per cent money doubles in a little over ten years; but this is not considered a safe rate of interest on savings deposits.

In these days of new social theories some persons may feel compunctions about taking interest on their money. The Bible prohibits taking of interest on money lent to persons in distress, but not where borrowers intend to use the capital to make money again. In early times a strong prejudice against interest was based on this Biblical law, and many countries prohibited it by statute in the Middle Ages. Calvin, the reformer, showed the fallacy of such laws, however, and then interest was legalized. It has been found that in countries where interest was prohibited, men in need of money had to resort to extravagant methods of raising it, or else pay exorbitant interest secretly. So the savings bank depositor, receiving interest for his surplus, is really conferring a benefit on the community as well as receiving one.

Stuyvesant Fish, president of the Illinois Central Railway, has pointed out that if the 85,000,000 people in the United States were each to save only five cents a day, the total every twenty-four hours would be \$4,250,000, and in a year \$1,551,250,000. But if every man, woman and child in this country were to put aside a dollar weekly for about eight years, their savings at three and a half per cent interest would also earn

them this huge sum. Here is the way it grows:

Weekly Savings	For 5 Years	For 10 Years	For 20 Years	For 40 Years
\$.25	\$ 73.00	\$ 162.62	\$ 403.00	\$ 1,294.00
.50	146.00	324.00	806.00	2,588.00
1.00	293.00	650.00	1,614.00	5,177.00
2.00	585.00	1,301.00	3,228.00	10,355.00
5.00	1,462.00	3,252.00	8,070.00	25,888.00

Interest is computed in pennies on small sums. For the loan of your silver dollar to a savings bank you get back three or four copper cents at the end of a year. A small sum? No. Don't underestimate the copper cent. With only one exception it is the largest piece of money, in value, among the world's *smallest* coins. Only the English penny (two cents) is larger as a minimum piece of coinage. Russian money is split finer, the smallest coin, the kopek, being worth only half a cent of our money. Our little red Indian cent is worth two Mexican cents, two and a half Dutch kreutzers, four German pfenniges, five French centimes or Italian centesimi, ten Japanese rin, eleven Chinese cash or fifty Servian paras. A man in Servia paying for a trolley ride in paras, the smallest coin of that country, would have to have 250 of them. One of our cents would look as large as a dollar in comparison—he would probably hesitate to keep such a valuable coin in the house, and would put it in a good Servian bank. So the coppers that your dollar earns in a savings bank are really quite important. There are thousands of factories in this country, for example, working on so small a margin of profit (for a vast output) that the difference of, not a cent, but a *mill*, or one-tenth of a cent, in profit, would mean loss. A factory has to turn out goods and deliver them for this small margin, and take many risks. The man who deposits a dollar in a savings bank does nothing but leave it there, and takes no risk at all, yet makes twenty or thirty times as much profit on the transaction. So don't say that a cent is small.

It is related of the late Senator Hoar that he once complained,

while riding in a car, that he found it difficult to live on his income. Just then the conductor came along and the Senator paid him five cents for fare instead of buying tickets, which were sold twenty-five for a dollar. "It is easy to see why you are poor," said his friend, "for anybody is bound to be poor who refuses to make twenty per cent on his money."

Interest runs on automatically where money is deposited in a good savings bank. It grows Sundays and holidays as well as work-days. But to realize the full benefit of this remarkable force, the man who has a savings account ought to be as regular as interest. He must be his own collector week by week, and see that he demands from himself a stated sum, and gets it, and hands it over to his bank account. The cost of collecting money is a heavy charge. It was shown in life insurance statistics that the company selling a policy for \$16 a year to the man who paid it all in annually in a lump, had to charge \$31 for the same policy where an agent collected weekly installments. Almost 100 per cent was charged for this collection expense. The man with a savings account ought to do his own collecting and save this charge. Every week he fails to collect from himself he is losing interest that ought to be going on. Remember, that almost as soon as you deposit a dollar in a savings bank, it is more than a dollar.

The savings banks, national banks, trust companies, etc., of this country pay to depositors every year nearly \$400,000,000 in interest alone. At the rate of four, or five, or six per cent? No! For over three-fourths of this money is out at only two per cent, in daily balances on checking accounts. The savings banks pay as much interest on \$3,000,000,000 of savings as do all other financial institutions on \$10,000,000,000 of deposits belonging to business men and corporations. So when you open a savings account you get twice what your employer gets

for his money on a checking account.

The liquor bill of this country in 1905 was \$1,548,000,000, or over \$93 for each family of five. Were this sum put out at four per cent interest in the savings banks it would nearly pay for all our coffee.

* * *

These are some of the phases of interest when it is thrown into novel forms. A banker figures interest in the abstract, and it is often to him a more or less impersonal equation, represented by balances, securities and so forth. Money is pretty dirty stuff in a bank, and more or less a commonplace and routine product. Handling it means work instead of romance, and there is probably little pleasure for a bank employee in listening to the crispest whisper ever uttered by a new treasury note, or the daintiest bell-like tinkle of gold coin.

But in savings advertising it is well to remember that the idea of money has a lasting attraction for nearly everyone likely to come within the scope of a savings account. Money is the banker's merchandise. In its power to attract the public it is just as potent as the fine silks of a department store, or the jewels of a goldsmith. It is a good thing, therefore, to talk about money in savings advertising—to describe it, to let people see it grow according to ratio, to translate it into the things of this world that they are consuming every day. The main hope for results from savings advertising is in awakening people to the power of money, and its fecundity when well managed, and the facility with which small sums run into one great sum like quicksilver when a man looks after them. A bank wouldn't care to show money in its window, perhaps. But it must display goods in its advertisements. If it holds back and talks of interest and money only in the abstract, then the mining, oil and industrial sharks will draw the public over to their bargain counters through the superior attractions of their goods.

IN SEATTLE.

SEATTLE, Wash., Oct. 23, 1906.

Editor of PRINTERS' INK:

I beg to give you some facts. *Facts* you know beat all the reports which you can obtain in a general way and which may be so twisted that they are susceptible of any sort of interpretation.

You said that the *Post-Intelligencer* of Seattle was the leading classified publication of the State of Washington. That statement was *not* true—nor has it *been* true in six years—nor has it been within a *mile* of the truth in the last year. Look at these figures:

Months.	Times.	Post-Intelligencer.
Cet. 1905.....	17,367 inches	13,739 inches
Nov. ".....	16,483 "	11,810 "
Dec. ".....	13,329 "	11,211 "
Jan. 1906.....	16,388 "	12,212 "
Feb. ".....	16,857 "	11,544 "
Mar. ".....	19,483 "	13,651 "
Apr. ".....	21,096 "	14,823 "
May ".....	20,666 "	14,696 "
June ".....	19,727 "	13,648 "
July ".....	21,211 "	14,383 "
Aug. ".....	21,899 "	14,454 "
Sept. ".....	2,399 "	15,370 "
For one year..	214.04 "	161,172 "

Here you will observe an excess of 52,932 inches in favor of the *Times* over the *Post-Intelligencer*. Reducing these inches to lines which is the favorite way you people have in the East—and using twelve lines to the inch as both papers set their classified in nonpareil—and the *Times* shows the enormous lead of six hundred and thirty-five thousand one hundred and eighty-four lines.

Here you will observe that in twelve consecutive months the *Post-Intelligencer* never came within a gun-shot of the *Times*, for the average lead was 52,765 lines for every month in the entire period. By glancing over the figures tabulated above, it will be observed that the nearest approach that the *Post-Intelligencer* made to the *Times* in any one month was that of December, 1905, when it came within 2,100 inches of reaching the *Times*, but then it ranged upward until August, 1906, when the *Times* led the *Post-Intelligencer* more than 7,445 inches in this class of business.

Respectfully,

ALDEN J. BLETHEN.

PEERLESS.

INDIANAPOLIS, Ind., Oct. 23, 1906.

Editor of PRINTERS' INK:

I regard PRINTERS' INK as containing more information of genuine interest than any other magazine that I receive.

Very truly yours,

LEE BURNS,

The Reader Magazine.

The Travel Magazine

THE NOVEMBER MAGAZINES.

With a view to widening the scope of this department a group of publications is this month segregated under a new heading as "Class Magazines." For some time it has been apparent that a number of mediums of general circulation, while entitled to be regarded as magazines in every sense of the term, have been at the same time so different in advertising character that to group them with the recognized general monthlies on a basis of advertising carried worked injustice to the latter. Mr. Brady, of *McClure's*, for example, has each month been moved to silently wish to himself that a publication like *Country Life in America*, with its large special advertising, might not maintain a place at the top of the column. Mr. Houston, of *Country Life*, probably sees no reason why that excellent monthly should not top everything, but when *Motor* is added and regularly leads *Country Life*, doubtless Mr. Houston would wish that

ADVERTISING IN LEADING MONTHLY MAGAZINES FOR NOVEMBER.

(Exclusive of Publishers' own advertising.)

	Pages	Ag. Lines
McClure's	200	44,890
Review of Reviews	196	44,070
Munsey's	173	38,752
Everybody's	168	37,904
Ladies' Home Journal (cols.)	181	36,200
Cosmopolitan	142	31,952
Century	134	30,153
Scribner's	134	30,024
Harper's Monthly	132	29,642
American Magazine	123	27,664
World's Work	112	25,238
Delineator (cols.)	178	23,858
Good Housekeeping	103	23,114
Woman's Home Companion (cols.)	115	23,042
Sunset (Oct.)	93	20,977
Reader	83	18,664
World To-Day	80	17,930
Red Book	79	17,784
Success (cols.)	102	17,559
Outing Magazine	77	17,324
Harper's Bazaar	75	16,851
Ainslee's	73	16,352
Pearson's	72	16,146
Argosy	70	15,680
Out West (Oct.)	66	14,784
Ladies' World (cols.)	71	14,245
Designer (cols.)	105	14,088
Housekeeper (cols.)	67	13,405
Current Literature	58	12,992
National Magazine (Oct.) ..	57	12,880
New Idea Woman's Magazine (cols.)	93	12,566
All-Story Magazine	50	11,200

	Pages	Ag. Lines
Lippincott's	48	10,808
Metropolitan	48	10,752
Appleton's Magazine	46	10,304
Popular Magazine	44	10,038
Overland Monthly (Oct.) ..	44	10,024
World's Events (cols.)	57	9,802
Putnam's Monthly	41	9,296
Outdoor Life	40	8,966
Broadway Magazine	38	8,512
Field and Stream (Oct.)	37	8,451
Home Magazine (cols.)	43	7,967
Smart Set	27	6,248
Recreation (Oct.)	27	6,127
Human Life (Oct.—cols.) ..	29	5,413
Gunter's Magazine	24	5,376
Smith's Magazine	23	5,352
Blue Book	20	4,480
Scrap Book	20	4,480
Pilgrim (cols.)	20	4,181
Philistine	32	1,936

MONTHLY CLASS MAGAZINES.

	Pages	Ag. Lines
Country Life in America ..	194	33,368
System	142	31,920
Business Man's Magazine (Oct.)	128	28,797
Suburban Life (cols.)	68	11,610
House Beautiful (Oct.—cols.)	68	9,938
Garden Magazine (cols.) ..	68	9,902
Theatre (cols.)	53	9,407
Modern Priscilla (cols.) ..	51	8,582
Travel Magazine (cols.) ..	51	7,446
House and Garden (cols.) ..	50	7,368
Health Culture	31	6,977
Illustrated Outdoor News (cols.)	36	6,046
American Boy (cols.)	28	5,643
Benitzer's Magazine (cols.)	18	3,303
St. Nicholas	14	3,248

ADVERTISING IN LEADING WEEKLY MAGAZINES FOR OCTOBER.

(Exclusive of Publishers' own advertising.)

Week ending October 6:

	Cols.	Ag. Lines
Vogue	80	12,566
Saturday Evening Post ..	64	10,993
Collier's	45	9,138
Life	57	8,009
Independent (pages)	32	7,168
Literary Digest	42	6,093
Churchman	37	5,920
Christian Herald	26	4,530
Outlook (pages)	20	4,480
Ridgway's	23	2,951
Associated Sunday Magazine	14	2,664
Scientific American	13	2,620
Leslie's Weekly	10	2,656

Week ending October 13:

	Cols.	Ag. Lines
Vogue	131	20,452
Saturday Evening Post ..	63	10,720
Collier's	45	9,128
Literary Digest	54	7,726
Associated Sunday Magazine	36	6,527
Leslie's Weekly	27	5,456
Christian Herald	28	4,872
Outlook (pages)	21	4,829
Churchman	25	4,124
Independent (pages)	16	3,484
Scientific American	15	3,133
Life	22	2,872
Ridgway's	14	1,821

Week ending October 20:

	Cols.	Ag. Lines
Saturday Evening Post ..	62	10,634
Collier's	52	9,880
Vogue	53	8,286
Literary Digest	41	5,915

	Cols.	Ag. Lines
Christian Herald.....	32	5,477
Associated Sunday Magazine.....	23	4,299
Outlook (pages).....	19	4,265
Life.....	29	4,062
Leslie's Weekly.....	19	3,889
Churchman.....	23	3,775
Independent (pages).....	15	3,360
Scientific American.....	15	3,035
Ridgway's.....	16	2,036
Week ending October 27:		
Outlook (pages).....	103	23,262
Literary Digest.....	85	12,154
Collier's.....	63	12,108
Saturday Evening Post.....	49	8,413
Vogue.....	42	6,671
Churchman.....	27	4,380
Associated Sunday Magazine.....	24	4,328
Christian Herald.....	23	4,250
Independent (pages).....	17	3,538
Leslie's Weekly.....	16	3,393
Scientific American.....	14	2,957
Life.....	20	2,018
Ridgway's.....	14	1,850
Totals for October:		
Vogue.....		47,975
Saturday Evening Post.....		40,769
Collier's.....		40,263
Outlook.....		36,836
Literary Digest.....		31,888
Christian Herald.....		19,129
Churchman.....		18,109
Independent.....		17,920
Associated Sunday Magazine.....		17,818
Life.....		17,661
Leslie's Weekly.....		14,794
Scientific American.....		11,754
Ridgway's.....		8,658

Motor, while not decreasing its revenue in any way, would print smaller ads and less of them. These incongruities in classification have had one good effect. They keep everyone thoroughly interested in this department. But it is now thought that publications of distinct class circulation should be grouped by themselves, not only for the sake of making the department more accurately represent the magazine situation from month to month, but so that other magazines of class character can be tabulated. By class magazines will be understood all publications of magazine nature that reveal, in their pages, that they are designed for readers who take them for some special interest, as gardening, home-building, automobilism, educational information, etc. Magazines that are read by women, while they may often appear to be of a class nature, are to be counted as general publications.

* * *

All advertising tabulations made

for this department eliminate business inserted by publishers in their own magazines. The idea is to indicate, as near as may be, paid advertising. It may appear simple on the surface to separate a publisher's own advertising from that sent in to him by others, but it isn't. For some months the advertising of McClure, Phillips & Co. has been eliminated from the McClure figures. But this book publishing concern is really a separate corporation, and its advertising in the magazine is paid for. Some publishers even pay for their own advertising, transferring money from their vest to their trousers pocket, as it were, and frequently make the claim that everything they print on that account should be included in their total. Frequently a publishing house has two magazines controlled by separate corporations, as with *World's Events* and the *Normal Instructor*, advertising appearing interchangeably for each magazine in both. For the guidance of the editor of this department the following rule has been formulated: All advertising appearing in a publication bearing the publisher's name as it is given on the magazine itself, or advertising of a magazine issued by the identical corporation, shall be considered suitable for elimination in the count. All other advertising, though it bears a name closely approximating that of the publisher, or is inserted by one of his business interests bearing another name, shall be counted. The editor of the department is not supposed to know anything of a publisher's corporate organization, nor to concern himself with details of bookkeeping in a publisher's various departments.

MAGAZINE NOTES.

The *World's Work* has begun its seventh year.

Farming offers an accident insurance policy of \$1,000 with every subscription at one dollar.

A new magazine, appearing monthly at a dollar a year, has been launched in Montreal under the name of the *Canadian Pictorial*. It is published by the Pictorial Publishing Co.

With January the *Sunset Magazine* goes up to \$1.50 a year, and 100,000 circulation is guaranteed advertisers.

The *Woman's Home Companion* has inaugurated a prize cover contest, which closes January 15, 1907. It is asserted that the first prize, \$1,500, is the largest sum ever offered by any publication for a cover design.

A new magazine is to appear in Atlanta about April, 1907, edited by Joel Chandler Harris and called the *Uncle Remus Magazine*. A building is being equipped in that city. The publication will not be sectional.

The *Great Southwest* is a new magazine in Denver devoted to the interests of Colorado, New Mexico, Arizona and California. Francis Perry Elliott, the editor, was formerly connected with the Harper publishing house.

The *World's Work*, valued as a medium for investment and financial advertising, has been strengthened editorially by C. M. Keys, formerly railroad editor of the *Wall Street Journal*, who takes charge of the financial and transportation departments.

Ridgway's had the misfortune to lose its Pittsburg circulation manager shortly after the first issue appeared—James H. Delahunt, who died in Buffalo of typhoid, aged thirty-four. Mr. Delahunt left the Buffalo *Times* circulation desk to go to Pittsburg for the new magazine. He is survived by his mother and a sister.

It would be difficult to get anything in the way of a cover design that will beat that on the November *Munsey's* for quiet dignity and also display value. This is eminently a thirty-five-center dress, and is almost startling in the way it points to the improvements in *Munsey's* the past few months. The publisher believes that "In quality and readableness of the things we publish and in the artistic excellence of the magazine throughout, no other magazine to-day, no matter what the price, measures up to the *Munsey*." This is no uncertain statement. Even those who cannot agree with it are likely to concede that if not yet, then soon.

The *Outlook* devotes some space in the advertising pages to the subject of financial advertising. The issue for October 27 contained more financial business than any number the past two years. This magazine's policy is to accept no order for the advertising of any investment securities for which it is unable to obtain a satisfactory and regular market quotation at some recognized Stock Exchange or Board of Trade, or from banks or brokers of unquestioned reputation. In this way the *Outlook* hopes to contribute its own individual part to the great National movement for the protection of the investor. The publisher believes that every advertisement of investment securities now appearing in the *Outlook* meets the requirement stated above.

Edwin Sandys, a well-known writer who has been on the staff of the *Outing Magazine* for several years, died of heart disease in New York October 23.

A new monthly is to be launched by the John C. Winston Co., Philadelphia, publishers of *House and Garden*. It will appear in December, and is to be called the *Magazine of Christian Art*, dealing with this subject historically, theoretically and practically, and in all branches, from glass and painting to architecture and music. The general editorial direction will be in the hands of Ralph Adams Cram, F. R. G. S., American Institute of Architects, and senior member of the firm of Cram, Goodhue & Ferguson. The subscription price is to be \$5 a year, and the magazine will be typographically of great beauty.

The circulation of the new *Ridgway's* was stated to be 260,000 copies per week for the first few issues. Of the 50,000 copies printed in New York the first number, all disappeared in short order, and this was the experience elsewhere. The present advertising rate, likely to be advanced shortly, is \$1 a line flat, with special rates for local advertising in each city where such circulation is desired. Half-tones cannot be printed inside. On the basis of 260,000 copies weekly the distribution is as follows: New York, 50,000; Boston, 30,000; Philadelphia, 25,000; Pittsburg, 12,000; Cleveland, 10,000; Chicago, 45,000; Minneapolis-St. Paul, 10,000; St. Louis, 20,000; Denver, 10,000; San Francisco, 10,000; Seattle, 10,000; New Orleans, 10,000; Atlanta, 8,000; Washington, 10,000.

Collier's has met with conspicuous success in art exhibitions of paintings used in illustration. Considering the exceptionally fine work now done for many magazines, it is a wonder that this form of advertising is not more systematically taken up by publishers. Of a recent exhibition of *Collier's* originals in Grand Rapids the Boston *Transcript* said: "For two weeks this collection of the best work of American illustrators was open to the public; in spite of the hot weather prevailing at the time it attracted over eighteen hundred people and proved to be the most successful exhibition which the library has ever held. During afternoons and evenings a series of eighteen talks was given by one or two members of the library staff on the artists who are represented and their work. These informal lectures included a discussion of the work of Remington, Gibson, Maxfield Parrish, Jessie Willcox Smith and the artists of child-life, Howard Pyle and his school, Kemble and the cartoonists, A. B. Frost, Castaigne and Smedley. Several other talks were about the technical side of the work of the illustrator and of the methods of color printing. The pictures and talks were not only of great interest to those who attended, but also served to attract to the library a great many people who had not been accustomed to come."

ON BEHALF OF BUTTERINE.

A series of twelve display ads lately printed in the New York *Sun* has attracted quite a little attention because of the unusual purpose of the advertisers. These announcements, or "monologues" as they were headed in defiance of reformed spelling, set before the public the advantages of butterine and the effect of the present law in New York State against that product. The New York statute is sweeping:

Any person manufacturing, selling, offering or exposing for sale any commodity or substance in imitation or semblance of butter the product of the dairy, shall be deemed guilty of a violation of the Agricultural Law, whether he sells such commodity or substance as butter, oleomargarine or under any other name or designation whatsoever, irrespective of any representations he may make relative to such commodity or substance.

In effect, butterine is shut out of New York State, as out of between twenty and twenty-five other

Milk Monologues---No. 3

The price of milk will keep on rising as long as the Laws of New York forbid the sale of Butterine, which is equally as pure, as wholesome, and as digestible as Butter.

There is nothing against it but an ignorant prejudice. All we ask for Butterine is fair play—the exact truth about it to be spread abroad.

Of equal purity and nutrition, and the same appetizing flavor, where is the necessity of so much Butter, at twice the price of Butterine, especially when the production of large quantities of Butter is directly responsible for milk shortage and high prices?

AMMON & PERSON

Dealers in Butter and Butterine

138-140 Ninth Street,

JERSEY CITY, N. J.

States, and the public is deprived of what Ammon & Person, wholesale dealers in butterine, believe to be a wholesome commodity, and a necessity to thousands of consumers who cannot afford butter itself. Lately there has been a marked increase in the price of milk and cream in New York City, and the butterine firm believes this an appropriate time to call attention to butterine, creating a sentiment in favor of modification of the present law when the New York legislature meets next January.

Nearly five years ago Congress put an internal revenue tax of ten cents a pound on butterine

and substitutes colored to resemble butter. Before the bill came before the President for his signature Ammon & Person undertook a similar advertising campaign in New York dailies, asking readers to write advising the veto of this bill. It was signed, however, and the tax is now in force. It is said that as soon as the Senate passed this bill the price of butter went up to thirty-three cents. When Ammon & Person's advertising appeared in favor of butterine, the price of butter dropped again to twenty-two cents. On the 40,000,000 pounds of butter then produced weekly this represented a saving to consumers of over \$4,000,000 every seven days.

In behalf of butterine there are advanced opinions of many chemists and physicians that it is wholesome and a necessity. Professor Charles F. Chandler, of Columbia University, is quoted as saying:

Not a single chemist of standing in the profession has uttered a word against artificial butter. There are a few third-rate chemists employed by the Dairy Commission, who have made statements to the effect that artificial butter is not wholesome. It is easy enough to see why they should do that. All the great chemists of this country and Europe have pronounced in favor of artificial butter. When I was President of the Health Board of New York I investigated butterine very carefully, and would have stopped its manufacture at once had I not found that it was perfectly wholesome. On the contrary, I found it much better than the poor, cheap butter which was sold in most places, and which became rancid in a very short time. I regard it as a most valuable article of food.

Butterine is in general use in the army and navy, in convents, hospitals, etc., and in undertaking this campaign Ammon & Person believe they are fighting the cause of a product that should have unrestricted sale everywhere. The firm has quite an extensive assortment of booklets and other literature on the subject.

A SEPARATE supplement devoted to home-building has been added to *Country Life in America*. Its specialty will be specific plans and figures. The first issue is twenty-four pages the same size as the magazine, and carries all advertising of a home-building nature.

WANT AD MEDIUMS.

PRINTERS' INK is in receipt of a number of letters commenting on the article "Want Ads and Want Ad Mediums," published in the issue of October 10th. To those who praised the article the Little Schoolmaster returns thanks, nor is he less grateful to the few who have called attention to its shortcomings.

In the long list of leading want ad mediums given in the article in question only one serious error seems to have been made. It was asserted that "In Milwaukee the *Evening Wisconsin* is the favorite want ad medium on week days and the *Sentinel* on Sundays." This statement is challenged by both the *Sentinel* and the *Milwaukee Journal*. Mr. L. T. Boyd, business manager of the *Journal*, writes:

In Milwaukee the *Journal* has been the leading want ad medium during the week for years. The *Journal* carries nearly twice the number of count lines of classified or want advertising as does the *Evening Wisconsin*, and more than does any other Milwaukee medium during six days. Furthermore the *Journal* does not publish free ads of any kind or description, whatever, classified or otherwise. The *Journal* has more paid city circulation than has any two other Milwaukee dailies. Its total paid circulation is larger than is the total paid circulation of any Milwaukee Sunday newspaper, and larger than is the combined circulations of the two other evening papers.

The editor of Rowell's American Newspaper Directory will pay \$100 to any publisher in Milwaukee who can prove untrue the *Journal's* circulation statements made to the Directory.

Mr. A. P. Johnson, advertising manager of the Milwaukee *Sentinel*, also takes exception to the statement that the *Evening Wisconsin* carries the largest amount of want ad business on week days. The credit of being the leading want ad medium of Milwaukee belongs to the *Sentinel*, he says, week-days as well as Sundays. "To correct the erroneous impression which may have been created among your readers we beg leave to submit the inclosed statement and trust you will accept it as evidence of the relative popularity of Milwaukee newspapers for classified advertising."

The tables submitted by Mr. Johnson are as follows:

Comparative statement of number of PAID classified ads carried by five Milwaukee papers during August and September, 1906.

	August	Sept.	Total 2 months
<i>Sentinel</i>	10,256	10,646	20,902
<i>Journal</i>	19,155	19,456	38,611
<i>Evening Wisconsin</i>	6,411	6,912	13,323
<i>Free Press</i>	4,444	3,924	8,368
<i>News</i>	3,247	3,015	6,262

Comparative statement of number of PAID classified ads carried by Milwaukee Sunday papers during August and September, 1906.

<i>Sunday Sentinel</i>	2,981	4,537	7,518
<i>Sunday Free Press</i>	1,423	1,092	2,515

It would seem from the above statements that the *Evening Wisconsin* stands, not first, but third in the amount of classified advertising carried. There would also seem to be a conflict between the claims of the *Journal* and the *Sentinel*, but there may be none in fact since the claim of the former is based on the number of lines and that of the latter on the number of ads carried. One difficulty in the way of estimating accurately the amount of classified advertising carried by a paper is that no two agree as to what constitutes classified advertising. Some would rule out small display ads, but in the Boston papers many classified ads are of this character. Some would limit the count to advertisements coming under the head of Situations Wanted, Help Wanted, For Sale, To Let, etc., while others again would include advertisements of resorts, excursions, theaters etc. Until some definition of classified advertising is devised, on which all papers can agree, conflicting claims to pre-eminence in this important branch of advertising are inevitable.

An advertising man who has kept tab on the Philadelphia papers for a number of years writes to say that in that city the *Press* leads in educational and resort advertising. He adds:

You will possibly be interested in knowing that the scheme the Wilmington *Evening Journal* had for utilizing the coin telephones in that city was as near a failure as anything I ever knew about. The first three months in which the scheme was in operation

six advertisements were taken in this way. The difficulty in Wilmington was simply that one of the other newspapers had the reputation of giving results.

From the Chicago *Record-Herald* comes a letter admitting the correctness of PRINTERS' INK's statement that this paper ranked third among the papers of Chicago in the volume of classified advertising carried in 1905. The *Record-Herald* claims, however, to have carried more business than any other Chicago paper under the classifications: Automobiles, Farm Lands, Board and Lodging, Rooms to Rent and Exchanges. In 1905 this paper carried the respectable total of 6,680,485 agate lines of advertising, 2,803,251 of

October 1st, 1906. The totals are as follows:

	Classified	Display	Total
Journal.....	1,495,825	5,700,668	7,196,493
Tribune....	1,460,844	4,569,740	6,030,584

PRINTERS' INK has said: "Where two papers, printed in the same town, carry an equal amount of classified advertising it is generally safe to conclude that to cover that particular locality thoroughly both papers will have to be used." Minneapolis seems to be a town where this rule applies.

From the Philadelphia *Inquirer* the following comparative statement of the advertising carried by Philadelphia morning papers for the year 1905 has been received:

WEEK DAYS	Inquirer	Record	North American	Press	Ledger
Display.....	3,061,500	4,615,500	3,089,400	2,031,600	1,838,700
Classified.....	2,751,000	1,372,800	1,384,800	1,407,900	2,610,400
SUNDAYS					
Display.....	837,000	707,100	572,400	714,900	148,300
Classified.....	1,791,600	657,600	793,300	1,193,100	672,600
Total.....	8,444,100	7,353,000	5,839,800	5,437,500	5,178,900

which (or nearly 42 per cent) were classified.

Mr. W. McK. Barbour, advertising manager of the Minneapolis *Journal*, submits an interesting table showing, month by month, the amount of classified and display advertising carried by his own paper and its nearest competitor—the Minneapolis *Tribune*—for the twelve months ended

Colonel Blethen of the Seattle *Times* asserts that his paper has led the *Post-Intelligencer* for five years in the amount of classified business carried, and an examination of the two papers seems to bear out his statement. On Sunday, October 14th, the *Times* carried eighty columns and the *Post-Intelligencer* sixty columns of classified advertising.

A PUBLISHER'S STRAIGHT-FORWARD STORY.

The Asbury Park *Evening Press* is the "winning daily" in this section of the State because it has spent the money to get the news and then spent more money to get it all in the paper in attractive shape. The *Press* has no "black list" of enemies whose names and doings are excluded. It has not hesitated to make enemies through expression of views in its editorial columns or through the publication of facts in its news columns, but every man gets a square deal. Its readers know that the only way for Bill Jones to keep the news out of the paper that he has been arrested for stealing chickens is for Bill Jones to keep away from chickens.

It has encouraged newsboys and newsdealers to push the *Press* by making it profitable for them to push it. It has never given a premium or interfered with paid circulation by a reckless distribution of sample copies.

Its advertising rates have always been kept down to a basis that insured returns to any judicious advertiser.

Foreign business has never been given any preference over local either in position or price. One man's dollar, if his business was legitimate, has always been as good and brought as much as another's, under similar conditions. The regular customer has had a better rate than the transient, but the transient rate has never been prohibitive, and all transients have been treated alike, just as all regular customers have been treated alike.

Modern merchandising has been built up on the system of everything marked in plain figures. The *Press* proceeds on the same lines. The customer who mails an adv. to the office gets the same rate as the one who tries to "dicker" for a rate. Advertising solicitors have always been on a salary basis and urged to keep a watchful eye on each customer to caution him against unwise advertising—to call his attention to a neglected adv. and there are many such in any country paper. The result has been that no man who gave his advertising decent attention has ever complained that it did not pay.—From an advertisement.

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Journal.....	19,165	10,456	29,621
Evening Wisconsin.....	6,411	6,919	13,330
Free Press.....	4,414	3,924	8,338
News.....	3,247	3,615	6,862

Comparative statement of number of PAID classified ads carried by Milwaukee Sunday papers during August and September, 1906.

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Sunday Free Press.....	1,423	1,692	3,115

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October 1st, 1906. The totals are as follows:

	Classified	Display	Total
Journal.....	1,993,828	6,706,608	7,549,456
Tribune.	1,460,844	4,309,740	5,820,582

PRINTERS' INK has said: "Where two papers, printed in the same town, carry an equal amount of classified advertising it is generally safe to conclude that to cover that particular locality thoroughly both papers will have to be used." Minneapolis seems to be a town where this rule applies.

From the Philadelphia *Inquirer* the following comparative statement of the advertising carried by Philadelphia morning papers for the year 1905 has been received:

WEEK DAYS	Inquirer	Record	North American	Press	Ledger
Display	3,061,500	4,615,500	3,069,400	2,031,600	1,838,700
Classified.....	2,754,900	1,373,800	1,384,300	1,497,900	2,519,400
SUNDAYS					
Display	837,000	707,100	573,400	714,900	148,300
Classified.....	1,791,600	657,600	793,200	1,193,100	672,600
Total.....	8,444,100	7,353,000	5,839,900	5,437,600	5,178,900

which (or nearly 42 per cent) were classified.

Mr. W. McK. Barbour, advertising manager of the Minneapolis *Journal*, submits an interesting table showing, month by month, the amount of classified and display advertising carried by his own paper and its nearest competitor—the Minneapolis *Tribune*—for the twelve months ended

Colonel Blethen of the Seattle *Times* asserts that his paper has led the *Post-Intelligencer* for five years in the amount of classified business carried, and an examination of the two papers seems to bear out his statement. On Sunday, October 14th, the *Times* carried eighty columns and the *Post-Intelligencer* sixty columns of classified advertising.

A PUBLISHER'S STRAIGHT-FORWARD STORY.

The Asbury Park *Evening Press* is the "winning daily" in this section of the State because it has spent the money to get the news and then spent more money to get it all in the paper in attractive shape. The *Press* has no "black list" of enemies whose names and doings are excluded. It has not hesitated to make enemies through expression of views in its editorial columns or through the publication of facts in its news columns, but every man gets a square deal. Its readers know that the only way for Bill Jones to keep the news out of the paper that he has been arrested for stealing chickens is for Bill Jones to keep away from chickens.

It has encouraged newsboys and newsdealers to push the *Press* by making it profitable for them to push it. It has never given a premium or interfered with paid circulation by a reckless distribution of sample copies.

Its advertising rates have always been kept down to a basis that insured returns to any judicious advertiser.

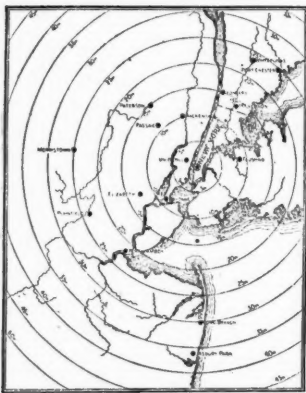
Foreign business has never been given any preference over local either in position or price. One man's dollar, if his business was legitimate, has always been as good and brought as much as another's, under similar conditions. The regular customer has had a better rate than the transient, but the transient rate has never been prohibitive, and all transients have been treated alike, just as all regular customers have been treated alike.

Modern merchandising has been built up on the system of everything marked in plain figures. The *Press* proceeds on the same lines. The customer who mails an adv. to the office gets the same rate as the one who tries to "dicker" for a rate. Advertising solicitors have always been on a salary basis and urged to keep a watchful eye on each customer to caution him against unwise advertising—to call his attention to a neglected adv. and there are many such in any country paper. The result has been that no man who gave his advertising decent attention has ever complained that it did not pay.—From an advertisement.

COVERING THE SUBURBS.

A PROBLEM STILL UNSOLVED IN MOST BIG RETAIL CENTERS—HOW THE NEW YORK DEPARTMENT STORES DO IT THROUGH A SPECIAL LIST OF SUBURBAN DAILY PAPERS—A SUGGESTION FOR COUNTRY PUBLISHERS.

Any store big enough to draw trade to itself from a distance is likely to be in a position to draw that trade from territory a good deal farther than its daily advertising extends. The daily papers of New York City, for instance, reach a population of over 4,000,000 people, living in a territory of over 325 square miles. Yet, vast as this public is, there are hundreds of thousands more population living outside the true



metropolitan district. The same is to be said, perhaps, of every city large enough to have several modern department stores. The big cities have outlying suburban towns, and the smaller ones country centers from which trade might be drawn. Up to the present time little attention has been given to reaching such outlying districts by regular advertising, though in many cases the territory is covered by either suburban dailies or country weeklies. Merchants naturally recoil from the complicated work of placing advertising in dozens of newspapers of small circulation, and no cheap-

ness of rates overcomes the technical difficulties of using such mediums.

Five years ago the problem of covering the suburbs of New York City was tackled and successfully solved by a veteran department store man, James O'Flaherty, who organized a special list of suburban daily papers. Instead of a situation where twenty or more suburban publishers would solicit business, Mr. O'Flaherty said to the department stores, "All you have to do is give me your regular copy any day you want to reach these outlying towns, and I will insert it in any towns you designate, or all of them, with your advertisement in the same typographical form as in New York dailies, and with only one bill to pay." Soon the leading stores were using these suburban papers regularly two or three times a week, and as this service has continued ever since, it is reasonable to presume that the stores find it profitable.

A list of the papers now included is given here, with claimed circulation, population, etc. The total population runs up to an impressive figure. There are nearly 900,000 people in this territory, all within ten to twenty miles, on the average, from the New York shopping districts. This population is equal to a city the size of Baltimore and Cleveland combined, and the claimed circulation of the papers in its territory is equivalent to one copy for every ten persons, or a paper to each two families. Suburban population is necessarily of good quality, because it includes a large proportion of those who are well enough off to live in their own homes. A full-page advertisement in this entire list of eighteen papers costs a trifle less than \$20 per paper. The entire cost for a full page in the whole list is less than the price of a column in one of the leading New York dailies. This item of expense, however, is nothing to the convenience of placing offered through Mr. O'Flaherty's organization. By undertaking the forwarding of adver-

tisements, he has made it possible for a department store to simply give the order when its city advertisement is set up, and the same advertisement, or any part of it, in "New York print," appears in as many suburban papers as are designated simultaneously with publication in the big metropolitan journals. Before this service was organized the papers in this list did not carry a line of New York retail business. Now each prints regularly from two and a half to three pages of it weekly, and during the holiday season the amount is much greater. Among New York stores using the service are the Adams-O'Neill Co., Simpson-Crawford Co., Siegel-Cooper Co.,

a distance and afford an advertising appropriation.

In reaching this population the New York stores have found it sufficient simply to set before readers the regular daily offerings printed in the city dailies. No attention has been given to time tables or other aids to city shopping, because readers have this information at hand themselves. If such a list were organized among country dailies or weeklies, however, and used as a feeder to the stores of a smaller center, railway time tables, with fares, would undoubtedly be an excellent addition to the advertising, and special inducements to come into town and shop, such as a refund of transportation with purchases.

Town.		Popula- tion.	Paper.		Claimed Circula- tion.	Distance from N. Y. Miles.
Asbury Park,	N. J.	25,000	Press	Evening	4,750	55
Bayonne,	"	50,000	Times	"	4,000	7
Elizabeth,	"	90,000	Journal	"	7,500	11
"	"	"	Times	"	7,000	11
Hackensack,	"	40,000	Record	"	5,500	13
Long Branch	"	20,000	Record	"	2,500	49
Morristown,	"	16,000	Record	"	2,100	30
Passaic,	"	65,000	News	"	6,250	11
"	"	65,000	Herald	"	6,250	11
Paterson,	"	175,000	Call	Morning	10,000	16
Perth Amboy,	"	45,000	News	Evening	4,250	25
Plainfield,	"	40,000	Courier News	"	3,000	24
Union Hill,	"	50,000	Dispatch	"	3,000	4
Flushing,	N. Y.	30,000	Journal	"	2,000	9
Mt. Vernon,	"	37,000	Argus	"	4,000	12
Port Chester,	"	18,000	Item	"	1,650	26
White Plains	"	22,000	Record	"	2,500	21
Yonkers,	"	85,000	Herald	"	7,500	17
		873,000			83,750	

Fourteenth Street Store, James A. Hearn, Wanamaker's, Brill Bros., Ludwig Bauman & Co., Shepard, Knapp & Co., and I. Blynn & Sons (shoemen). The New York *Herald*, *World* and *Sun* also use it to advertise their Sunday features in a territory where Sunday circulation is large. In addition to this list, Mr. O'Flaherty represents the Jersey City *Evening Journal*, which now probably circulates nearly 24,000 copies in a community of 250,000 people. Besides department stores, this service is useful to clothing stores, shoe stores, jewelers, piano houses, restaurants, dentists and every kind of retail business large enough to draw trade from

There are dozens of minor centers in this country where the stores would be glad to use outlying papers regularly if details could be handled as easily as by Mr. O'Flaherty's system. An organization among publishers of such mediums, with arrangements for securing stereotype mats or plates from the central newspaper that sets up the advertising of leading stores, would in many cases result in profitable business to the papers and an attractive, inexpensive extension of retail advertising to the stores.

STACY A. PAXSON, lately advertising manager of *Army and Navy Life*, is now on the business staff of the *Pictorial Review*, New York.

"AGIN" THE CLASSIFIED.

SOME OF THE LEADING MAGAZINE PUBLISHERS HAVE RULED AGAINST SMALL LINER ADVERTISING—REASONS OF MR. SPAULDING AND MR. BRADY WHY SUCH ANNOUNCEMENTS CANNOT BE ACCEPTED.

The spread of classified advertising in the magazine field has been wide and rapid. Not all publishers of monthlies and weeklies, however, have admitted this kind of business. Most conspicuous among publications that have not done so are the *Saturday Evening Post*, *McClure's* and *Ladies Home Journal*. When a reporter for *PRINTERS' INK* visited the McClure and Curtis offices the other day, with a view to learning when these magazines would start classified departments, he found out that such action would be taken only in the remote future. Indeed, the chances are that it will never be taken at all.

"The idea of classified advertising, very curiously," said E. W. Spaulding, of the Curtis Publishing Co., "was suggested more than two and a half years ago by Mr. Curtis, who asked what I thought of starting a department for small advertisers. It seemed very attractive at first. But after several days thought the attractions one by one disappeared. To get the best available opinions on the subject, however, I laid it before all the men in our advertising offices. To a man they advised against it. There was not one assenting voice, and while not knowing my own opinion, they confirmed it.

"The objection to classified advertising in the *Saturday Evening Post* and *Ladies' Home Journal* is that we cannot guarantee the advertisers to our readers. Magazine classified has brought into the field a peculiarly objectionable body of advertisers, along with many who are undoubtedly honest and responsible. But the great objection to this business as a class is that there is no way to be sure who is who. Under our well-known guarantee to readers that any loss they sustain through

fraud will be made good by us, we scrutinize every dollar's worth of business offered. All that is admitted must be absolutely above reproach. If there is a shade of doubt, the advertising is rejected. In the classified field it is impossible to obtain accurate knowledge of the standing of half the advertisers who would use such columns, so we reject it bodily and will not open such departments in either of our publications. I do not believe that classified departments appeal to steady or reliable advertisers. They get their publicity through display, and use it constantly. The business house so small that it cannot afford to tell its story in a moderate-size display ad, is likely to be of a kind that should not be admitted to compete with responsible houses that use large display announcements month after month for years at a time. Its offerings and its ability to carry out what it promises are bound to be an element of danger, and a few unfortunate experiences with such advertisers would react upon the pulling power of all advertising in the *Post* and *Journal*, and in the end cost us thousands of dollars in display business. But the main objection is that classified advertisers cannot be guaranteed."

At the office of *McClure's* about the same objection was stated by Curtis P. Brady, who stated that the prospects of that magazine ever having a classified section were exceedingly remote.

"If *McClure's* accepted classified," he said, "we should have to do one of two things to make it consistent with our established policy on all advertising matters. Either we should have to print over the department a statement to the effect that we guaranteed the responsibility of each advertiser, which carries the understanding that we will make good any loss through fraud, as in display announcements, or we should have to state that we could not guarantee such advertising. Several times the past year men have come to me and offered to take the entire work of securing classi-

fied advertising for *McClure's*. With our standing in the magazine field there is no question that a classified department would quickly grow to large proportions. But to each person who has made this proposal I have put the question, 'Will you guarantee the responsibility of the advertisers?' And in each instance the reply has been a negative."

Mr. Brady was asked if he had ever undertaken to investigate the character of classified advertisers, and replied that he had not, but considered that it was shown in most cases on the face of such advertisements themselves. The more objectionable announcements were those under the headings of "Real Estate," "Agents Wanted," "Business Opportunities," etc. Those who oppose this kind of business are not confident that, as times goes on and experience is acquired, it will ever become more reliable in character.

SHALL THE CHURCH ADVERTISE?

Dr. Morgan Dix, in his history of Trinity Church, New York, says that when Bishop Hobart was elected to be the head of the diocese of New York, there was only one thing in regard to the duty of a bishop upon which all churchmen agreed; namely, that the bishop "must maintain his dignity." Episcopalians are not the only Christians who have so conceived ministerial obligation. Whatever the church does, it must not violate the conventional properties! To be sure, the Master told his servants to go out into the highways and byways, to search the very hedges and constrain men to listen to their invitation, and so by some means bring them to the feast provided. But it would never do to put such an interpretation upon this command as would offend good taste. Upon that, church people have been so long agreed that it seems useless to run up against it.

The *Church Economist*, a bright and up-to-date New York monthly, has of late given a great deal of attention to church advertising, and in its September issue it prints many illustrations of methods employed by large Eastern city churches that are determined to reach the people. Some of these methods are far more elaborate and expensive than anything practiced in the Middle West. And we are further reminded of this subject by inspecting a late Saturday number of the *Brooklyn Eagle*, a paper which for many years has made much of its Sunday notices. In the number

before us a whole page is given to display advertising of church services and to editorial comment thereupon.

In the number referred to there are 87 advertisements of churches and religious societies, of which the Presbyterians and Methodists number fourteen each, the Episcopalians thirteen, the Congregationalists twelve, the Baptists eleven and the Dutch Reformed six. The other seventeen are rather a mixed lot, running from gospel-tent work to Christian Science, "metaphysics," spiritualism and "psychic" conferences.

Looking them over as a whole, we see that the churches vary in the space taken from a three-line notice to a long programme printed in black letter type. Of the eighty-seven, we observe that twenty-seven announce the topics of the sermons to be preached the day following; and no one can object to the themes selected, since they are all thoughtful, reverent and yet "modern." Twelve of the churches call attention to their musical features, and two advertise instrumental soloists. Eleven have not, up to the first of October, resumed the evening service, although all except the Unitarian and Universalist appear to have such services during the most of the year. Only four offer "free seats." A large number, however, take pains to "invite strangers."

The Presbytery of Brooklyn has in it forty-three churches, all practically within the city limits—so that we may say one-third of them print their advertisements in the Saturday paper which is read by most of their neighbors. But if the proposition is not large, the relative position of these churches is very marked. In them are to be found upward of 11,000 members, and with but two exceptions, they are presided over by the elder and graver ministers in the body. Their united membership comprises about two-thirds of the Presbyterians in the city, averaging over 800 members each, while those not advertising average about 500. It remains to be added that the Presbytery of Brooklyn received last year 1,264 new members by examination, and that the churches which so keep themselves before the public received the lion's share of this increase.


In his notable book published last year, "Forty Years an Advertising Agent," George P. Rowell tells us that he has known many an excellent article to fail of a market because of want of enterprise in the manufacturer, but that he never knew an article without merit to retain a fictitious popularity by the efforts of its "press agent." This will be found as true of churches. Advertising will help a good cause—in fact, the best cause can to-day hardly flourish without it; but any prosperity based upon the "ad" and not upon "the goods" will soon die away. Publicity will strengthen a good man, but in the end it will bring down a bad man, and the church that refuses to advertise is not a bit more foolish than the one which thinks to stand by this alone.—*Interior, Chicago.*

A Roll of Honor

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1906 issue of Rowell's American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated, also from publishers who for some reason failed to obtain a figure rating in the 1906 Directory, but have since supplied a detailed circulation statement as described above, covering a period of twelve months prior to the date of making the statement, such statement being available for use in the 1907 issue of the American Newspaper Directory. Circulation figures in the ROLL OF HONOR of the last named character are marked with an (*).

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.

 The full meaning of the Star Guarantee is set forth in Rowell's American Newspaper Directory in the catalogue description of each publication possessing it. No publisher who has any doubt that the absolute accuracy of his circulation statement would stand out bright and clear after the most searching investigation would ever for a moment consider the thought of securing and using the Guarantee Star.

ALABAMA.

Montgomery, Journal, dy. *Aver.* 1905, 8,677. The afternoon home newspaper of its city.

ARIZONA.

Phoenix, Republican. *Daily aver.* 1905, 6,551. Leonard & Lewis, N. Y. Reps., Tribune Bldg.

ARKANSAS.

Fort Smith, Times, dy. *Act. av.* 1905, 3,781. *Act. aver.* for May, June and July, 1906, 4,227.

CALIFORNIA.


Mountain View, Signs of the Times. *Actual weekly average* for 1905, 22,530.

San Francisco, Pacific Churchman, semi-mo.; Episcopalian. *Cir.* 1905, 1,427; May, 1906, 1,700.

COLORADO.

Denver, Clay's Review, weekly; Perry A. Clay. *Actual aver.* for 1904, 10,924; for 1905, 11,688.

Denver, Post. The trail of the mighty dollar leads from the West. Start it your way with a Wanted in the Post. *Cir. dy.* 55,915, *Sg.* 4,603.

 The absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

CONNECTICUT.

Meriden, Journal, evening. *Actual average* for 1905, 7,587.

Meriden, Morning Record and Republican. *Daily average* for 1905, 7,578.

New Haven, Evening Register, daily. *Actual av.* for 1905, 13,711; Sunday, 11,511.

Norwalk, Evening Hour. *Daily average* guaranteed to exceed 3,100. *Scorn* circulation statement furnished.

Norwich, Bulletin, morning. *Average* for 1904, 5,550; 1905, 5,920; now, 6,583.

Waterbury, Republican, dy. *Aver.* for 1905, 5,648. La Coste & Maxwell Spec. Agents, N. Y.

DISTRICT OF COLUMBIA.

Washington, Evening Star, daily and Sunday. *Daily average* for 1905, 55,550 (©©).

GEORGIA.

Atlanta, Journal, dy. *Av.* 1905, 46,038. Sunday 47,998. *Semi-weekly* 56,721; May, 1906, daily, 52,517; Sun., 57,977; *semi-wk.* 74,251.

Atlanta, News. *Daily aver.* first six mos. 1906, 24,668. S. C. Beckwith. Sp. Ag., N. Y. & Chi.

Atlanta, The Southern Ruralist. *Scorn* aver. first six mos. 1906, 62,966 comes monthly. Beginning Sept. 1st, 70,000 guaranteed, semi-monthly.

Augusta, Chronicle. *Only morning paper.* 1905 average, 6,045.

ILLINOIS.

Aurora, Daily Beacon. *Daily average* for 1905, 4,580; first six months of 1906, 6,245.

Chgo. Citizen. *Daily average* first six months 1906, 1,529.

Chicago, Bakers' Helper, monthly (\$2.00) Bakers' Helper Co. *Average* for 1905, 4,100 (©©).

Chicago, Breeders' Gazette, weekly, \$2.00. *Average circulation* 1905, for Dec. 31st, 66,605.


Chicago, Dental Review, monthly. *Actual average* for 1905, 3,702.

Chicago, Examiner. *Average* for 1905, 144,806 copies daily; 90% of circulation in city; larger city circulation than any two other Chicago morning papers combined. Examined by Association of American Advertisers. Smith & Thompson, Representatives.

Chicago, Farm Loans and City Bonds. Leading investment paper of the United States.

Chicago, Inland Printer. *Actual average* circulation for 1905, 15,266 (©©).

Chicago, Record-Herald. *Average* 1904, daily 145,761; Sunday 139,400. *Average* 1905, daily 146,456; Sunday 204,559.

 The absolute correctness of the latest circulation rating accorded the Chicago Record-Herald is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Chicago, The Tribune has the largest two-cent circulation in the world, and the largest circulation of any morning newspaper in Chicago. The TRIBUNE is the only Chicago newspaper receiving (©©).

Joliet, Herald evening and Sunday morning. *Average* for year ending July 17, 1906, 6,266.

Newspapers Worth Counting

Edited by Geo. P. Rowell, founder of the Advertising Agency of Geo. P. Rowell & Co., March 5th, 1865—retired July 31st, 1905. Founder of Rowell's American Newspaper Directory in 1869, the first serious effort ever made to ascertain and make known the Circulations of Newspapers that compete for Advertising patronage. Founder of PRINTERS' INK in 1888: A Journal for Advertisers—the first periodical ever established for the serious discussion of Advertising as a business force. Author of FORTY YEARS AN ADVERTISING AGENT—an epitome of the growth and progress of Advertising in America.

How Many? and How Good?

While the first question remains unanswered, the answer to the second is always open to the suspicion of error.

THE ANSWER to the question, "How many?" can be formulated with mathematical accuracy. The question, "How good is it?" is not capable of being replied to with so much definiteness. The book, *NEWSPAPERS WORTH COUNTING*, deals with the "How many?" in every case where a publication ever recorded a claim to issue 1,000 copies. Under the sub-heading: *PUBLISHER'S STATEMENT*, each individual publisher was afforded an opportunity to tell how good he believed his paper or periodical to be. Nobody else is in a position to know and to state the facts so accurately. The publisher of a newspaper who knows any reason why his publication is more worthy, than the majority of his competitors, of the attention and patronage of advertisers; in other words, that his is a newspaper "worth counting," and who refrained from setting that reason forth briefly in the book just issued, has lost an opportunity for economical publicity that will not soon occur again. No advertisement was sought that did not have a story to tell that would be worth being read by an advertiser or a subscriber—a story that in turn should be likely to bring results to the publication whose qualities and merits it records. There is no book like *NEWSPAPERS WORTH COUNTING* in all advertisingdom. There has never before been any attempt to produce such a book. Only one paper out of every three published has been found eligible for mention in its pages.

NEWSPAPERS WORTH COUNTING was issued November 1, 1906. The subscription price is one dollar, but a free copy will be sent by mail to every subscriber to *PRINTERS' INK* who sends in his subscription before November 15, 1906.

Address all orders to *PRINTERS' INK PUBLISHING COMPANY*, No. 10 Spruce Street, New York City.

INDIANA.

Indianapolis. Up-to-Date Farming. 1905 av., 155,250 semi-monthly; 75c. a line. Write us.

Notre Dame. The Ave Maria, Catholic weekly. Actual net average for 1905, 24,590.

Princeton. Clarion-News, daily and weekly. Daily average 1905, 1,447; weekly, 2,597.

Richmond. The Evening Item, daily. Sworn average net paid circulation for 1905, 4,674; nine months ending Sept. 30, 1906, 4,411; for Sept. 1905, 5,015. Over 3,400 out of 4,800 Richmond homes are regular subscribers to the Evening Item.

South Bend. Tribune. Sworn daily average, July, 1906, 7,388. Absolutely best in South Bend.

IOWA.

Davenport. Catholic Messenger, weekly. Actual average for 1905, 5,814.

Davenport. Times. Daily aver. Sept., 12,149. Circulation in City or total guaranteed greater than any other paper or no pay for space.

Des Moines. Capital, daily. Lafayette Young, publisher. Actual average sold 1905, 59,178. Present circulation over 40,000. City and State circulation largest in Iowa. More local advertising in 1905 in 312 issues than any competitor in 365 issues. The rate five cents a line.

Des Moines. Register and Leader—daily and Sunday—carries more "Want" and local display advertising than any other Des Moines or Iowa paper. Average circulation for May, dy. 29,454.

Des Moines. The People's Popular Monthly. Actual average for 1905, 182,175.

Sioux City. Journal, daily. Average for 1905 sworn, 24,961. Average for first six months, 1905, 29,045.

Sioux City. Tribune. Evening. Net sworn daily, average 1905, 24,287; July, 1906, 27,177. The paper of largest paid circulation. Ninety per cent of Sioux City's reading public reads the Tribune. Only Iowa paper that has the Guaranteed Star.

KANSAS.

Pittsburg. Redlight, dy. and wy. Actual average for 1905, daily 5,280, weekly 8,278.

KENTUCKY.

Marion. Crittenden Record, weekly. Actual average for year ending October, 1905, 1,852.

Owensboro. Daily Inquirer. Larger circ. than any Owensboro daily. No charge unless true.

Owensboro. Daily Messenger. Sworn average circulation for 1905, 2,471; June, 1906, 8,416.

LOUISIANA.

New Orleans. Item, official journal of the city. Ar. cir. Jan., 1906, 24,415; for Feb., 1906, 25,419; for March, 1906, 26,069; for April, 1906, 26,090. Ar. cir. Jan. 1 to June 30, 1906, 25,196.

MAINE.

Augusta. Comfort, mo. W. H. Gannett, pub. Actual average for 1905, 1,269,575.

Augusta. Kennebec Journal, dy. and wy. Average daily, 1905, 6,986; weekly, 2,090.

Bangor. Commercial. Average for 1905, daily 9,455; weekly 29,117.

Dover. Piscataquis Observer. Actual weekly average 1905, 2,019.

Lewiston. Evening Journal, daily. Aver. for 1905, 7,598 (©). weekly 17,448 (©).

Phillips. Maine Woods and Woodsman, weekly. J. W. Brackett Co. Average for 1905, 8,077.

Portland. Evening Express. Average for 1905, daily 12,005. Sunday Telegram, 8,428.

MARYLAND.

Annapolis. U. S. Naval Institute, Proceedings of; copies printed av. gr. end'g Sept. 1905, 1,637.

Baltimore. American, dy. Av. first 6 mo. 1906, Sun., 85,142; d'y, 67,714. No return privilege.

Baltimore. News, daily. Evening News Publishing Company. Average 1905, 69,678. For September, 1906, 68,407.

The absolute correctness of the latest circulation rating accorded the News is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

**MASSACHUSETTS.**

Boston. Christian Endeavor World. A leading religious weekly. Actual average 1905, 39,491.

Boston. Evening Transcript (©). Boston's tea table paper. Largest amount of week day av.

Boston. Globe. Average 1905, daily, 192,584. Sunday, 209,648. "Largest Circulation Daily of any two cent paper in the United States. 100,000 more circulation than any other Sunday paper in New England." Advertisements go in morning and afternoon editions for one price.

The absolute correctness of the latest circulation rating accorded the Boston Globe is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



Boston. Post. Average for Sept., 1906, Boston Daily Post, 240,198; Boston Sunday Post, 214,618. Daily gain over Sept., 1905, 4,605; Sunday gain over Sept., 1905, 21,588. Flat rates, P. O. P. daily, 25 cents; Sunday, 15 cents. The Great Breakfast Table Paper of New England.

Lynn. Evening News. Actual average for year ending August 31, 1906, 2,164.

Springfield. Current Events. Alone guarantees results. Get proposition. Over 50,000.

Springfield. Good Housekeeping, mo. Average 1906, 209,587. No issue less than 225,000. All advertisements guaranteed.

Worcester. Opinion Publique, daily (©). Paid average for 1905, 4,255.

MICHIGAN.

Adrian. Telegram. Dy. av. last three months, 1905, 5,171. Payne & Youngs, Specialists.

Jackson. Citizen Press. Average six months ending June 30, 1906, 6,563 daily. Largest in its field. Investigation invited.



Jackson. Morning Patriot. Average September, 1906, 6,403 net paid; Sunday, 7,029 net paid; weekly (April) 2,813. Circulation verified by Am. Adv. Ass'n.

Saginaw. Courier Herald, daily. Sunday. Average 1905, 12,394; Sept., 1906, 14,711.

Saginaw. Evening News, daily. Average for 1905, 16,710; Sept., 1906, 20,751.

Tecumseh. Semi-Weekly Herald. Actual average for 1905, 1,275.

MINNESOTA.

Minneapolis. Farmers' Tribune, twice a week. V. J. Murphy, pub. Aver. for 1905, 46,428.

Minneapolis. Farm, Stock and Home, semi-monthly. Actual average 1905, 87,187; first eight months 1906, 109,861.

The absolute accuracy of Farm, Stock & Home's circulation rating is guaranteed by the American Newspaper Directory. Circulation is practically confined to the farmers of Minnesota, the Dakota, Western Wisconsin and Northern Iowa. Use it to reach section most profitably.



Minneapolis. Journal, Daily and Sunday. In 1905 average daily circulation 67,588. Daily average circulation for Sept., 1906, 77,612. Aver. Sunday circulation, Sept., 1906, 79,944.



The absolute accuracy of the Journal's circulation ratings is guaranteed by the American Newspaper Directory. It reaches a greater number of the purchasing classes and goes into more homes than any paper in its field. It brings results.

Minneapolis. School Education, mo. Cir. 1905, 9,350. Leading educational journal in the N.-W.

Minneapolis. Svenska Amerikaniska Posten. Sven J. Turnblad, pub. 1905, 51,512.

Minneapolis Tribune. W. J. Murphy, pub. Est. 1867. Oldest Minneapolis daily. The Sunday Tribune average per issue for the month of August, 1906, was 80,500. The daily Tribune average per issue for the month of August, 1906, was 104,759.

CIRCULATION The Evening Tribune is guaranteed to have a larger circulation than any other Minneapolis newspaper's evening edition. The carrier-delivery of the daily Tribune in Minneapolis is many thousands greater than that of any other newspaper. The city circulation alone exceeds 6,000 daily. The paper Director Tribune is the recognized Want Ad paper of Minneapolis.



St. Paul. A. O. U. W. Guide. Average weekly circulation for 1905, 22,512.

St. Paul. Dispatch. Average number sold for year 1905, 60,563 daily.

St. Paul. The Farmer, s. mo. Rate, 40c. per line, with discounts. Circulation for six months ending December, 1906, 92,625.

St. Paul. Pioneer Press. Net average circulation for January-March 55,502. Sunday 82,487.



The absolute accuracy of the Pioneer Press circulation statements is guaranteed by the American Newspaper Directory. Ninety per cent of the women due for subscriptions is collected, showing that subscribers take the paper because they want it. All matters pertaining to circulation are open to investigation.

Winona. Republican-Herald, oldest, largest and best newspaper in Minnesota outside the Twin Cities and Duluth. Increase in rates Dec. 1.

MISSOURI.

Kansas City. Western Monthly. Reaches practically all mail-order and general advertisers.

St. Joseph. News and Press. Circulation 1905, 25,158. Smith & Thompson, East. Reps.

St. Louis. Courier of Medicine, monthly. Actual average for 1905, 9,925.

St. Louis. Interstate Grocer has three times more circulation than three other Missouri grocery papers combined. Never less than 5,000.

St. Louis. National Druggist, mo. Henry R. Strong, Editor and Publisher. Average for 1905, 8,041 (©). Eastern office, 59 Maiden Lane.

St. Louis. National Farmer and Stock Grower, monthly. Average for 1905, 106,625; average for 1904, 104,750; average for 1905, 105,541.

MONTANA.

Missoula. Missoulian, every morning. Average six months ending June 30, 1906, daily 4,828. Sunday 6,400.

NEBRASKA.

Lincoln. Deutsch-Amerikaner Farmer, weekly. Average 1905, 147,032.

Lincoln. Freie Presse, weekly. Actual average for 1905, 140,784.

Lincoln. Journal and News. Daily average 1905, 27,093.

Omaha. Farm Magazine, monthly. Average circulation year ending January, 1906, 40,714.

NEW HAMPSHIRE.

N-shua. Telegraph. The only daily in city. Daily average year ending July, 1906, 4,558.

NEW JERSEY.

Elizabeth. Journal. Av. 1904, 5,522; 1905 6,510; 1st 6 mos. 1906, 7,174; June, 7,577.

Jersey City. Evening Journal. Average for 1905, 22,546. First six months 1906, 23,055.

Newark. Evening News. Evening News Pub. Co. Average for 1905, 60,102; Apr. '06, 65,784.

Plainfield. Daily Press. Average 1905, 2,474. First 7 months, 1906, 2,965. It's the leading paper.

Trenton. Times. Average. 1904, 14,774; 1905 16,458; April, 18,525. Only evening paper.

NEW YORK.

Albany. Evening Journal. Daily average for 1905, 16,512. It's the leading paper.

Buffalo. Courier, morn. Av. 1905, Sunday 86,774; daily 45,008; Enquirer, even., 31,027.

Buffalo. Evening News. Daily average 1904, 28,157; 1905 24,690.

Catskill. Recorder. 1905 average, 2,811; July, 1906, 2,940. Best adv. medium in Hudson Valley.

Corning. Leader, evening. Average, 1904, 6,238; 1905 6,595. 1st. 6 mos 1906, 6,455.

Glens Falls. Times. Est. 1873. Only ev'g paper. Average year ending March 31, 1906, 2,505.

LeRoy. Gazette, est. 1836. Av. 1905, 2,287. Largest adv. cir. Genesee, Orleans, Niagara Co.'s.

Mount Vernon. Argus, evening. Actual daily average 9 months ending October 1, 1906, 2,896.

Newburgh. News, daily. Av. 1905, 5,160. 3,000 more than all other Newburgh papers combined.

New York City.

Army & Navy Journal. Est. 1865. Actual weekly average for first 7 months, 1906, 9,626 (©).

Automobile, weekly. Average for year ending July 26, 1906, 14,615 (©).

Baker's Review monthly. W. R. Gregory Co., publishers. Actual average for 1905, 5,608.

Benziger's Magazine, family monthly. Benziger Brothers. Average for 1905, 44,166, present circulation, 50,000.

Clipper, weekly (Theatrical). Frank Queen Pub. Co., Ltd. Aver. for 1906, 26,228 (©).

Jewish Morning Journal. Average for 1905, 5,466. Only Jewish morning daily.

Music Trade Review, music trade and art weekly. Average for 1905, 5,841.

Printers' Ink, a Journal for advertisers, published every Wednesday. Established 1883. Actual weekly average for 1905, 11,001. Actual weekly average for 1904, 14,918. Actual weekly average for 1905, 15,090 copies.

The People's Home Journal. 544,541 monthly. Good literature, 444,882 monthly. Average circulations for 1905—all to paid-in-advance subscribers. F. M. Lupton, publisher.

The Tea and Coffee Trade Journal. Average circulation for year ending Sept., 1906, 6,481; September, 1906, issue, 6,998.

Theatre Magazine, monthly. Drama and music. Actual average for 1905, 58,088.

The World. Actual aver. for 1905, Morn., 205,490. Evening, 271,706. Sunday, 411,074.

Rochester, Case and Comment, mo., Law. Av. for year 1905, 50,000. Guaranteed 20,000.

Schenectady, Gazette, daily. A. N. Decty. Actual average for 1904, 12,574; 1905, 15,058.

Syracuse. Evening Herald, daily. Herald Co., pub. Aver. 1905, daily 55,552. Sunday 40,098.

Syracuse, Post-Standard. Daily circulation 27,000 copies. The home newspaper of Syracuse and the best medium for legitimate advertisers.

Utica. National Electrical Contractor, mo. Average for 1905, 2,615.

Utica. Press, daily. Otto A. Meyer, publisher. Average for 1905, 14,889.

NORTH CAROLINA.

Concord. Twice a Week Times. Actual average for 1905, 2,262.

Raleigh. Biblical Recorder, weekly. Av. 1905, 8,872. Av. 1904, 9,756. Av. for 1905, 10,206.

Raleigh. Times. North Carolina's foremost afternoon paper. Actual daily average Jan. 1st to Oct. 1st, 1906, 6,551; weekly, 5,200.

Raleigh. News and Observer. N. C.'s greatest daily. Sworn average 1905, 10,202, more than double that of any other Raleigh daily, 40% greater than that of any other daily in the State.

Winston-Salem leads all N. C. towns in manufacturing. The Twin-City Daily Sentinel leads all Winston-Salem papers in circulation and advg.

NORTH DAKOTA.

Grand Forks. Herald. Circ'n Aug. 1906, 8,019. North Dakota's Biggest Daily. LaCoste & Maxwell, 140 Nassau St., N. Y. Representatives.

Grand Forks. Normanden. Av. yr. '05, 7,201. Av. for Jan., Feb., Mar. and Apr., 1906, 7,795.

OHIO.

Ashtabula. American Sanomat. Finnish. Actual average for 1905, 10,766.

Cleveland. Plain Dealer. Est. 1841. Actual daily average 1905, 77,899 (3): Sunday, 74,960 (3); Sept., 1906, 76,899 daily; Sun., 88,774.

Coshocton. Age. Daily av. 1st 6 mos. '06, \$1,011; in city 10,000; factory pay-rolls \$50,000 monthly.

Dayton. The Watchword. Illus. Young People's Paper. Av. 1905, 35,519. 15c. peragate line.

Springfield. Farm and Fireside, over 1/2 century leading Nat. agricultural paper. Cir. 415,000.

Springfield. Woman's Home Companion. June, 1906, circulation, 565,000; 115,000 above guarantee. Executive offices, N. Y. City.

Youngstown. Vindicator D'y av. '05, 12,910; Sp. 10,178; LaCoste & Maxwell, N. Y. & Chicago.

Zanesville. Times-Recorder. Av. '05, 10,564. Guaranteed. Leads all others combined by 50%.

OREGON.

Portland. Pacific Northwest. mo. 1905 average 15,585. Leading farm paper in State.

Portland. Evening Telegram. Largest exclu sive circulation of any newspaper in Oregon.

PENNSYLVANIA.

Erie. Times, daily. Av. for 1905, 15,248. September, 1906, 12,277. E. Katz. Sp. Ag. N. Y.

Harrisburg. Telegraph. Sworn av., Aug., 15,698. Largest paid circula't'n in H'd g, or no pay.

Philadelphia. Confectioners' Journal. mo. Av. 1904, 5,004; 1905, 5,470 (©©).

Philadelphia. Farm Journal. monthly. Wilmer Atkinson Company, publishers. Average for 1905, 565,266. Printers' Ink awarded the seventh Sugar Bowl to Farm Journal for the reason that "that paper, among all those published in the United States,

"has been pronounced the one that best serves its purpose as an educator and conscience for the agricultural population, and as an effective and economical medium for communicating with them through its advertising columns." "Unlike any other paper."

Philadelphia. German Daily Gazette. Av. circulation, 1905, daily 51,508; Sunday, 44,465 sworn statement. Circulation books open.

Philadelphia. The Press is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn daily average for first six months 1906, 103,419; Sunday average, 148,949.

"In Philadelphia nearly everybody reads THE BULLETIN."

The Philadelphia BULLETIN'S Circulation.

The following statement shows the actual circulation of THE BULLETIN for each day in the month of September, 1906:

1.....	509,595	16.....	Sunday
2.....	Sunday	17.....	224,604
3.....	228,273	18.....	236,446
4.....	217,807	19.....	217,969
5.....	223,219	20.....	208,794
6.....	221,445	21.....	218,796
7.....	222,940	22.....	219,810
8.....	220,864	23.....	Sunday
9.....	Sunday	24.....	232,079
10.....	216,385	25.....	234,025
11.....	216,166	26.....	233,764
12.....	221,514	27.....	221,814
13.....	226,677	28.....	212,063
14.....	230,826	29.....	222,488
15.....	229,191	30.....	Sunday

Total for 25 days, 5,511,184 copies.

NET AVERAGE FOR SEPTEMBER,

220,447 copies a day

THE BULLETIN'S circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

Philadelphia, October 4, 1906. WILLIAM L. MCLEAN, Publisher.

Philadelphia. The Merchants' Guide, published weekly. "The paper that gets results."

Philadelphia. West Phila. Bulletin, weekly. Circulation 5,000. James L. Wadlin, publisher.

Pittsburg. The United Presbyterian. Weekly circulation 1905, 21,560.

West Chester. Local News, daily. W. H. Hodgson. Average for 1905, 15,297. In its 34th year. Independent. Has Chester County and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

Williamsport. Grt. America's Greatest Weekly. Average 1905, 224,715. Smith & Thompson, keps., New York and Chicago.

York. Dispatch and Daily. Average for 6 months ending April, 1906, 16,280.

RHODE ISLAND.

Pawtucket. Evening Times. Av. circulation four months ending April 30, '06, 17,502 (sworn).

Providence. Daily Journal, 17,625 (©©). Sunday, 20,555 (©©). Evening Bulletin 57,725 average 1905. Providence Journal Co. publs.

Providence. Real Estate Register; finance, b'd g, etc.; 2,528; sub's pay 24% of total city tax.

Westerly. San. Geo. H. Utter, pub. Av. 1905, 4,467. Largest circulation in Southern R. I.

SOUTH CAROLINA.

Charleston. Evening Post. Actual dv. average for 1905, 4,505. August, 1906, 4,658.

Columbia. State. Actual average for 1905, daily 9,587 copies; semi-weekly, 2,625; Sunday, 1905, 11,072. Actual average first eight months 1906, daily 11,005 (©©); Sunday 11,978 (©©).

TENNESSEE.

Knoxville Journal and Tribune. Daily average year ending December 31, 1905, 15,015. Weekly average 1904, 14,315.

One of only three papers in the South, and only paper in Tennessee awarded the Guarantee Star. The leader in news, circulation, influence and advertising patronage.

**UNHEARD OF, A
JANUARY NUMBER
BETTER THAN A
DECEMBER NUMBER**

Yes,—but true of the **WOMAN'S HOME COMPANION**, and the edition will be as large, or larger, one hundred and fifty thousand copies more than are represented in your bill. The magazine is better on account of its contents, that's why the circulation has grown, and is growing. Read the November number. The December number is better. The January number is better still.

January Forms Close Nov. 12.

JOSEPH A. FORD
Western Manager
Tribune Bldg.
CHICAGO

S. KEITH EVANS
Advertising Manager
Madison Square
NEW YORK

Knoxville, Sentinel. Av. for 6 mos. '06, 11,108. Carries more advertising in six days than corresponds in seven. Write for information.

Memphis. Commercial Appeal. daily, Sunday, weekly. Average 1905, daily 28,915. Sunday 55,887. weekly, 80,585. Smith & Thompson, Representatives N. Y. & Chicago.

Memphis. Times, Sunday. Circulation year ending February, 1906, 2,110.

Nashville. Banner. daily. Aver. for year 1905, 8,772; for 1904, 20,702; for 1903, 20,227.

TEXAS.

Beaumont, Texas, Enterprise. Average 1905, 5,457; present output over 10,000 guaranteed.

El Paso, Herald. Av. '05, 5,011; June '06, 6,169. Merchants' canvass showed HERALD in 80% of El Paso homes. Only El Paso paper eligible to Roll of Honor. J. P. Smart, 150 Nassau St., N. Y.

San Angelo, Standard. weekly. Average for year ending May 4, 1906, 5,012 (*).

VERMONT.

Barre, Times. daily. F. E. Langley. Aver. 1905, 2,527; for last six months, 1906, 4,065.

Burlington, Free Press. Daily av. '05, 6,558, for Sept., 8,446. Largest city and State circulation. Examined by Association of American Advertisers.

Burlington, News. daily, evening. Actual daily average 1904, 6,018; 1905, 6,886; December, 1905, 7,491.

Montpelier, Argus. Actual daily average 1905, 3,242.

Rutland, Herald. Average 1904, 3,527. Average 1905, 4,286.

St. Albans, Messenger. daily. Actual average for 1905, 3,051. Jan. 1, 1906 to Sept., 1905, 3,518.

VIRGINIA.

Danville, The Bee. Av. 1905, 2,346. Sept., 1906, 2,374. Largest circ'n. Only ev'g paper.

Richmond, News Leader. Sworn by av. 1905, 29,545. Largest in Virginias and Carolinas.

WASHINGTON.

Seattle, Post-Intelligencer (©©). Average for Sept., 1906—Week-day, 26,249; Sunday, 56,671. Only m'n's paper in Seattle; only gold marked and guaranteed circulation in Washington. A FULL PAID circulation of exceptional merit and superior value.

Tacoma, Ledger. Average first six months 1906, daily, 15,878; Sunday 21,111; w'y. 9,642.

Tacoma, News. Average first four months 1906, 16,212; Saturday, 17,687.

WEST VIRGINIA.

Parkersburg, Sentinel. daily. R. E. Hornor, pub. Average for 1905, 2,442.

Ronceverte, W. Va. News. w'y. Wm. B. Blake & Son, pub. Average first 7 months 1906, 2,122.

WISCONSIN.

Janesville, Gazette. d'y and s-w'y. Circ'n—average 1905, daily 5,149; semi-weekly 5,059.

Madison, State Journal. d'y. Circulation average 1905, 5,482. Only afternoon paper.

Milwaukee, Evening Wisconsin. d'y. Av. 1905, 26,648; August, 1906, 28,155 (©©).



Milwaukee, The Journal. ev'g. Average 1905, 40,517; Sept., 1906, 46,100. The paid daily circulation of The Milwaukee Journal is double that of any other evening and more than is the paid circulation of any Milwaukee Sunday newspaper.

Oshkosh, Northwestern. daily. Average for 1905, 7,658. One year to Aug. 1, 1906, 7,904.



THE WISCONSIN AGRICULTURIST.

Racine, Wis., Est. 1877. w'y. Actual aver. for 1903, 41,748; First five months, 1906, 47,372. Has a larger circulation in Wisconsin than any other paper. Advs. \$2.80 an inch N. Y. Office, Temple Court, W. C. Richardson, Mgr.



Sheboygan, Daily Journal. Average 1905, 1,610. Only paper with telegraphic service.

WYOMING.

Cheyenne, Tribune. Actual daily average net for 1905, 4,511; first six months, 1906, 5,079.

BRITISH COLUMBIA.

Vancouver, Province. daily. Average for 1905, 8,687; Aug. 1906, 10,845. H. DeClerque, U. S. Repr., Chicago and New York.

Victoria, Colonist. daily. Colonist P. & F. Co. Aver. for 1904, 4,556 (*); for 1905, 4,802. U. S. Rep., H. C. Fisher, New York.

MANITIBA CAN.

Winnipeg, Free Press. daily and weekly. Average for 1905, daily, 30,018; daily, Sept. 1906, 35,210 w'y. av. for mo. of Sept., 21,612.

Winnipeg, Telegram. Daily average July, 21,249. Flat rate, 42c. inch daily or weekly.

Winnipeg, Der Nordwesten. Canada's German Family and Agricultural Weekly. Reaches all the German-speaking population of 300,000—its exclusive field. Aver. for the year end, June, 1906, 15,817; aver. last six months, 15,895.

NOVA SCOTIA, CAN.

Halifax, Herald (©©) and Evening Mail. Circulation, 1905, 15,558. Flat rate.

ONTARIO, CAN.

Toronto, Canadian Implement and Vehicle Trade. monthly. Average for 1905, 6,055.

Toronto, The News. Sworn average daily circulation for six months ending June 30, 1906, 38,408. Advertising rate 50c. per inch. Flat.

QUEBEC, CAN.

Montreal, La Presse. La Presse Pub. Co. Ltd., publishers. Actual average 1904, daily, 80,259; 1905, 96,771; weekly, 48,207.

Montreal, Star. d'y & w'y. Graham & Co. Av. for 1904, d'y, 56,795; w'y, 125,240. Av. for 1905, d'y, 58,125; w'y, 126,507.



(◎◎) GOLD MARK PAPERS (◎◎)

Out of a grand total of 23,461 publications listed in the 1906 issue of Rowell's American Newspaper Directory, one hundred and fourteen are distinguished from all the others by the so-called gold marks (◎◎).

WASHINGTON, D. C.

THE EVENING AND SUNDAY STAR (◎◎). Reaches 90% of the Washington homes.

GEORGIA.

ATLANTA CONSTITUTION. Aver. 1905, Daily 23,500 (◎◎). Sunday 48,721. Wyo., '04, 107,925.

AUGUSTA CHRONICLE (◎◎). Only morning paper; 1905 average 6,043.

ILLINOIS.

GRAIN DEALERS' JOURNAL (◎◎). Chicago, prints more class' d ads than all others in its line.

THE INLAND PRINTER, Chicago, (◎◎). Actual average circulation for 1905, 15,866.

BAKERS' HELPER (◎◎). Chicago, only "Gold Mark" baking journal. Oldest, largest, best known. Subscribers in every State and Territory.

TRIBUNE (◎◎). Only paper in Chicago receiving this mark, because TRIBUNE ads bring satisfactory results.

KENTUCKY.

LOUISVILLE COURIER-JOURNAL (◎◎). Best paper in city; read by best people.

MASSACHUSETTS.

Boston. Am. Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America (◎◎).

BOSTON EVENING TRANSCRIPT (◎◎). Established 1830. The only gold mark daily in Boston.

TEXTILE WORLD RECORD (◎◎). Boston. The medium through which to reach textile mills using 1,885,000 horse power.

WORCESTER OPINION PUBLIQUE (◎◎). The leading French daily of New England.

MINNESOTA.

NORTHWESTERN MILLER

(◎◎). Minneapolis, Minn.; \$3 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (◎◎).

NEW YORK.

NEW YORK TIMES (◎◎). Largest high-class circulation.

BROOKLYN EAGLE (◎◎) is THE advertising medium of Brooklyn.

THE POST EXPRESS (◎◎). Rochester, N. Y. Best advertising medium in this section.

ARMY AND NAVY JOURNAL (◎◎). First in its class in circulation, influence and prestige.

ENGINEERING NEWS (◎◎).—The leading engineering paper in the country.—Press, Cleveland.

VOGUE (◎◎). The indispensable weekly, averages more advertising than other publications.

THE CHURCHMAN (◎◎). Est. 1844; Saturdays; Protestant-Episcopal. 47 Lafayette Place.

ELECTRICAL REVIEW (◎◎) covers the field. Read and studied by thousands. Oldest, ablest electrical weekly.

HARDWARE DEALERS' MAGAZINE.

In 1905, average issue, 19,020 (◎◎).

D. T. MALLETT, Pub., 253 Broadway, N. Y.

STREET RAILWAY JOURNAL (◎◎). The standard authority the world over on street and interurban railroading. Average weekly circulation during 1905 was 8,160 copies.

NEW YORK HERALD (◎◎). Whoever mentions America's leading newspapers mentions the New York Herald first.

CENTURY MAGAZINE (◎◎). There are a few people in every community who know more than all the others. These people read the CENTURY MAGAZINE.

NEW YORK TRIBUNE (◎◎). Daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, whose readers represent intellect and purchasing power to a high-grade advertiser.

ELECTRICAL WORLD (◎◎). Established 1874. The great international weekly. Circulation audited, verified and certified by the Association of American Advertisers. Average weekly circulation first six months of 1906 was 18,865.

FOREST AND STREAM (◎◎)

Largest circulation of any sportsman's paper. Goes weekly to wealthy recreationists. Write.

OHIO.

CINCINNATI ENQUIRER (◎◎). Great—influential—of world-wide fame. Best advertising medium in prosperous Middle West. Rates and information supplied by Book with N. Y.-Chicago.

PENNSYLVANIA.

CARRIAGE MONTHLY (◎◎). Phila. Technical journal; 40 years; leading vehicle magazine.

THE PRESS (◎◎) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Mark—the three most desirable distinctions for any newspaper. Sworn daily average first six months 1906, 103,419; Sunday average 1906, 148,949.

THE PITTSBURG (◎◎) DISPATCH (◎◎)

The newspaper that judicious advertisers always select first to cover the rich, productive, Pittsburg field. Only two-cent morning paper assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburg.

RHODE ISLAND.

PROVIDENCE JOURNAL (◎◎), a conservative, enterprising newspaper without a single rival.

SOUTH CAROLINA.

THE STATE (◎◎). Columbia, S. C. Highest quality, largest circulation in South Carolina.

TENNESSEE.

THE TRADESMAN (◎◎). Chattanooga, Tennessee semi-monthly. The South's authoritative industrial trade journal.

VIRGINIA.

THE NORFOLK LANDMARK (◎◎) is the home paper of Norfolk, Va. That speaks volumes.

WASHINGTON.

THE POST INTELLIGENCER (◎◎). Only morning paper in Seattle. Oldest in State. A paper read and respected by all classes.

WISCONSIN.

THE MILWAUKEE EVENING WISCONSIN (◎◎), the only gold mark daily in Wisconsin. Less than one thousand of its readers take any other Milwaukee afternoon newspaper.

CANADA.

THE HALIFAX HERALD (◎◎) and the EVENING MAIL. Circulation 15,558, flat rate.

THE WANT-AD MEDIUMS

A Large Volume of Want Business is a Popular Vote for the Newspaper in Which It Appears.

Advertisements under this heading are only desired from papers of the requisite grade and class.

COLORADO.

THE Denver Post, Sunday edition, October 23, 1906, contained 5,971 different classified ads, a total of 130 7 10 columns. The Post is the Want medium of the Rocky Mountain region. The rate for Want advertising in the Post is 5c. per line each insertion, seven words to the line.

CONNECTICUT.

MERIDEN, Conn., MORNING RECORD; old established family newspaper; covers field of 60,000 high-class pop.; leading Want Ad paper. Classified rate, cent a word; 7 times, 5 cents a word. Agents Wanted, half a cent a word.

DISTRICT OF COLUMBIA.

THE EVENING and SUNDAY STAR, Washington, D. C. (© ©), carries DOUBLE the number of WANT Ads of any other paper. Rate 1c. a word.

GEORGIA.

CLASSIFIED advertisements in the PRESS, of Savannah, Ga., cost one cent a word—three insertions for price of two—six insertions for price of three.

ILLINOIS.

THE DAILY NEWS is Chicago's "Want ad" Directory.

THE CHAMPAIGN NEWS is the leading Want ad medium of Central Eastern Illinois.

THE TRIBUNE publishes more classified advertising than any other Chicago newspaper.

INDIANA.

THE Indianapolis NEWS during the year 1905 printed 96,982 more classified advertisements than all other dailies of Indianapolis combined, printing a total of 296,941 separate paid Want ads during that time.

TERRE HAUTE TRIBUNE. Goes into 82 per cent of the homes of Terre Haute.

IOWA.

THE Des Moines REGISTER and LEADER; only morning paper; carries more "want" advertising than any other Iowa newspaper. One cent a word.

THE Des Moines CAPITAL guarantees the largest city and the largest total circulation in Iowa. The Want columns give splendid returns always. The rate is 1 cent a word; by the month \$1 per line. It is published six evenings a week; Saturday the big day.

KANSAS.

APPEAL TO REASON, Girard, Kan.; over 360,000 weekly guaranteed; 10 cents a word.

THE Topeka CAPITAL during past ten months printed 72,295 paid "Wants," 10.63 more than all other Topeka daily papers combined; 5c. line. Only Sunday paper. Largest circulation.

MAINE.

THE EVENING EXPRESS carries more Want ads than all other Portland dailies combined.

MARYLAND.

THE Baltimore NEWS carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad medium of Baltimore.

MASSACHUSETTS.

THE BOSTON EVENING TRANSCRIPT is the leading educational medium in New England. It prints more advertisements of schools and instructors than all other Boston dailies combined.



30 WORDS, 5 days, for 25 cents

DAILY ENTERPRISE, Brockton, Mass., carries solid page Want ads. Circulation exceeds 10,000. Try this paper.

THE BOSTON GLOBE, daily and Sunday, for the first six months of 1906, printed a total of 224,269 classified ads. There were no trades, deals or discounts. There was a gain of 5,504 over the first six months of 1905, and was 95,385 more than any other Boston paper carried for first six months of 1906.

MINNESOTA.

THE MINNEAPOLIS TRIBUNE is the recognized Want ad medium of Minneapolis.

THE Minneapolis Daily and Sunday JOURNAL carries more classified advertising than any other Minneapolis newspaper. No free Wants and no Clairvoyant nor objectionable medical advertisements printed. Classified Wants printed in September, 167,244 lines. Individual advertisements, 20,485.

THE MINNEAPOLIS TRIBUNE is the oldest Minneapolis daily and has over 100,000 subscribers, which is 30,000 odd each day over and above any other Minneapolis daily. Its evening edition alone has a larger circulation in Minneapolis, by many thousands, than any other evening paper. It publishes over 80 columns of Want advertisements every week at full price (average of two pages a day); no free ads; price covers both morning and evening issues. Rate, 10 cents per line, daily or Sunday.

MISSOURI.

THE Joplin GLOBE carries more Want ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

MONTANA.

THE Anaconda STANDARD is Montana's great "Want-Ad" medium; 1c. a word. Average circulation (1905), 11,144; Sunday, 13,888.

NEBRASKA.

LINCOLN JOURNAL and NEWS. Daily average 1905, 27,062, guaranteed. Cent a word.

NEW JERSEY.

THE NEWARK EVENING NEWS is the recognized Want-ad Medium of New Jersey.

NEWARK, N. J., FREE ZEITUNG (Daily and Sunday) reaches bulk of city's 100,000 Germans. One cent per word; 8 cents per month.

NEW YORK.

THE EAGLE has no rivals in Brooklyn's classified business.

THE POST-EXPRESS is the best afternoon Want ad-medium in Rochester.

ALBANY EVENING JOURNAL, Eastern N. Y.'s best paper for Wants and classified ads.

DAILY ARGUS, Mount Vernon, N. Y. Greatest Want ad medium in Westchester County.

NEWBURGH DAILY NEWS, recognized leader in prosperous Hudson Valley. Circulation, 6,000.

BUFFALO NEWS with over 95,000 circulation, is the only Want Medium in Buffalo and the strongest Want Medium in the State, outside of New York City.

THE TIMES-UNION, of Albany, New York. Better medium for wants and other classified matter than any other paper in Albany, and guarantees a circulation greater than all other daily papers in that city.

PRINTERS' INK, published weekly. The recognized and leading Want ad medium for want ad mediums, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, adwriting, half-tone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 20 cents a line per issue flat; six words to a line. Sample copies, ten cents.

WATERTOWN DAILY STANDARD. Guaranteed daily average 1906, 7,400. Cent a word.

OHIO.

YOUNGSTOWN VINDICATOR—Leading "Want" medium. 1c. per word. Largest circulation.

OKLAHOMA.

THE OKLAHOMAN, Okla. City, 13,562. Publishes more Wants than any four Okla. competitors.

OREGON.

PORTLAND JOURNAL, Daily and Sunday, leads in "Want ads," as well as in circulation, in Portland and in Oregon. One cent a word. Proven circulation August, 1906, 2,352.

PENNSYLVANIA.

THE CHESTER, Pa., TIMES carries from two to five times more classified ads than any other paper. Greatest circulation.

WHY DON'T YOU PUT IT IN
THE PHILADELPHIA BULLETIN?
Want Ads. in "THE BULLETIN" bring
prompt returns, because "in Philadelphia
nearly everybody reads
THE BULLETIN."
Net paid average circulation for
September, 1906:
220,447 copies per day.
(See Roll of Honor column.)

"The
**Philadelphia German
Daily Gazette**

is America's leading German
Daily."—*Printers' Ink*, Feb.
28, 1906.

RHODE ISLAND.

THE EVENING BULLETIN—By far the largest circulation and the best Want medium in R. I.

SOUTH CAROLINA.

THE NEWS AND COURIER (☉☉), Charleston, S. C. Great Southern Want ad medium; 1c. a word; minimum rate, 25c.

THE Columbia STATE (☉☉) carries more Want ads than any other South Carolina newspaper.

CANADA.

THE DAILY TELEGRAPH, St. John, N. B., is the want ad medium of the maritime provinces. Largest circulation and most up-to-date paper of Eastern Canada. Want ads one cent a word. Minimum charge 25 cents.

LA PRESSE, Montreal. Largest daily circulation in Canada without exception. (Daily 95,825. Saturdays 113,892—sworn to.) Carries more want ads than any French newspaper in the world.

THE Montreal DAILY STAR carries more Want advertisements than all other Montreal dailies combined. The **FAMILY HERALD AND WEEKLY STAR** carries more Want advertisements than any other weekly paper in Canada.

THE Winnipeg FREE PRESS carries more "Want" advertisements than any other daily paper in Canada and more advertisements of this nature than are contained in all the other daily papers published in Western Canada combined. Moreover, the **FREE PRESS** carries a larger volume of general advertising than any other daily paper in the Dominion.

A new magazine called *Yachting* is to appear in January, under the management of Robert M. McBride, lately with the *Garden Magazine*. Lawrence Perry, yachting editor of the *New York Evening Post*, is to be editor, and Oswald Villard, of the same paper, its publisher. *Yachting* is to be handsomely printed and illustrated and will cover its subject more fully than has ever been done before. Mr. McBride will have the business and advertising management. William J. Neal succeeds him on the *Garden Magazine*.

THE BEST?

A course in the critical study of editorials has been instituted by Dr. Ella Adelaide Knapp, of the Woman's College, Baltimore. Among the publications recommended for special study are the *Baltimore Sun*, the *Washington Post*, the *Nation*, the *Independent* and the *Outlook*. After a period of analysis the students will be required to write editorials on current topics in the fields of politics, literature, science and sociology.—*Editor and Publisher*.

A cable dispatch from Vienna, says that the inmates of the new insane asylum at Mauersdorf, the largest madhouse in the world, have started a newspaper. The first number proudly declares that it is published "by the mad for the mad." Nevertheless the contents are astonishingly sane.—*Exchange*.

PAPERS may no longer be sold in Hungary by cripples or persons likely to offend the sight of the public, or by children under fourteen. The paper sellers must not call out anything beyond the name of the paper and the price.—*Exchange*.

THE oldest newspaper job in the country—or the one, at least that has been held down continuously by one man—is that of manager of the *Evening Wisconsin*, Milwaukee. A. J. Aikens has held it down fifty-two years.

At the recent sale under execution of *Tom Watson's Magazine* the entire effects and the publication itself were bought in by Colonel W. D. Mann, who already controlled most of the stock.

SPECIAL ISSUE of PRINTERS' INK

In addition to the regular mailing list, PRINTERS' INK for the above date will be sent to a

Selected List of General Advertisers

between 7,500 and 8,000 in number. The primary purpose of sending these copies is to increase the number of subscribers for the paper. The fund of practical information which PRINTERS' INK annually contains would assuredly be of value to every man in this country who is conducting a campaign of general advertising, and the publishers desire to secure all such persons as permanent readers.

If you are a publisher of a newspaper or magazine of character, one that can present attractive facts for an advertiser, you can find no more effective and economical medium than PRINTERS' INK and especially the forthcoming special issue.

This assertion also holds true for anyone else who makes or deals in anything which

**For space in this issue
address at once**

PRINTERS' INK

PRINTERS' INK

November 28, 1906

large and small advertisers use. Adwriters, makers of novelty and office supplies, printers and engravers, can use this edition to bring their announcements before a responsive and responsible audience.

*Press-Day for this edition,
November 21, 1906.*

There will be no advance in the advertising rates, which are as follows:

CLASSIFIED ADVERTISING: 20 cents a line. DISPLAY ADVERTISING: \$40 a page; \$20 a half-page; \$10 a quarter-page; \$3 an inch. If a SPECIFIED POSITION, selected by the advertiser, is allowed, double price is charged for the space used.

Five per cent discount is allowed from these prices if payment accompanies the order and copy.

**PRINTERS' INK 10 SPRUCE STREET
NEW YORK CITY**

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

THE PRINTERS' INK PUBLISHING COMPANY, Publishers.

Issued every Wednesday. Subscription price, two dollars a year, one dollar for six months. On receipt of five dollars four paid subscriptions, sent in at one time, will be put down for one year each and a larger number at the same rate. Five cents a copy. Three dollars a hundred. Being printed from stereotype plates, it is always possible to supply back numbers, if wanted in lots of 500 or more, but in all such cases the charge will be five dollars a hundred.

ADVERTISING RATES

Advertisements 20 cents a line, pearl measure, 15 lines to the inch (\$3); 200 lines to the page (\$40). For specified position selected by the advertisers, if granted, double price is demanded.

On time contracts the last copy is repeated when new copy fails to come to hand one week in advance of day of publication.

Contracts by the month, quarter or year, may be discontinued at the pleasure of the advertiser, and space used paid for *pro rata*.

Two lines smallest advertisement taken. Six words make a line.

Everything appearing as reading matter is inserted free.

All advertisements must be handed in one week in advance.

OFFICE: NO. 10 SPRUCE ST.

Telephone 4779 B-ckman.

London Agent, F. W. Sears, 50-52 Ludgate Hill, E.C.

New York, Nov. 7, 1906.

It was once supposed that the man who bided his time won out in the end. Nowadays we know that the man who bides his time will not be heard of until his obituary appears.

WHEN a woman prefaces the number of her years with the word "about"—add. When a newspaper prefaces the number of copies it claims to print with the same word—subtract.

To **SELL** at cost is the expedient of the man of no resource. To advertise is the plan of the true business man. One man can sell at cost as well as another. Not all men have the same advertising ability.

THE successful man, the man with money, is nearly always a busy man; too busy to grant a personal interview except on matters relating to his own business. But into his private office and his home, where the solicitor, the salesman and the promoter cannot penetrate, the newspaper, the trade journal, and the magazine find their way.

IF, in a given town, you are doubtful as to which newspaper to use, select the one that every other newspaper in the same town admits to be the second best.

USE Anglo-Saxon words whenever you can. You may be "Convinced No Other Establishment Possesses a Superior Assortment of Merchandise," but you will save space without lessening the force of your advertisement by saying you are "Sure No Other Store Has a Finer Lot of Goods."

TRY this plan: Dictate an advertisement to your stenographer and tell her to write each sentence on a separate slip of paper. This will render it easy to arrange the sentences in the best order—which is seldom the order in which they occur to one—and, better yet, it will enable you to quietly drop into the waste basket any sentence which, taken by itself, does not say something worth saying.

Pure Reading.

A good deal of perturbation seems to have been caused by a recent request of R. M. Owen & Co., makers of automobiles, New York City, who sent out to editors everywhere a notice about their business and motor, asking that it be published as news. This notice was so crowded with complimentary remarks about the company's motors that it read like an overdone advertisement. Publishers who saw it immediately sat down and wrote to the company, stating what they thought of it, so that the latter must have an excellent collection of indignant and scornful compositions. Then the publishers began to ask advertising journals to read R. M. Owen & Co. a lecture on cheek. But no lecture seems necessary. A publisher who is indiscriminating enough to "fall for" such stuff and print it as news deserves all the remorse that afterwards comes to him. A concern that cannot send out better information than the auto company did is in an awfully bad way for intelligence.

A NEAT little agency organ called *Ireland Service* has been established by the Ireland agency, Philadelphia. In its pages various members of the staff treat advertising topics, and specimens of publicity for clients are reproduced, among them copy for Fels Naptha Soap, North Bros. Mfg. Co., Johnson & Stokes, Thos. Martindale & Co. and Perry & Co., all of Philadelphia. The Little Schoolmaster would offer, as a suggestion, that future issues be made to look more like a periodical.

Agricultural Dailies. In his recent testimony before the Postal Commission, Mr. Charles F. Jenkins of the *Farm Journal*, of Philadelphia, spoke of seven agricultural papers that were issued daily. These are named in Rowell's American Newspaper Directory, and are listed below:

Drovers' Telegram, Kansas City.
Live Stock Reporter, Fort Worth.
Live Stock Journal, Pittsburg.
Live Stock Journal, Indianapolis.
National Live Stock Reporter, Chicago.
Live Stock World, Chicago.
Live Stock Record, Buffalo.

Mr. Jenkins was in error when he stated that the weekly farm papers outnumbered the monthlies.



Any newspaper or periodical in the United States or Canada may secure the Guarantee Star of Rowell's American Newspaper Directory, providing the sum of \$100 is deposited with the Directory publishers and providing a detailed statement of complete copies actually printed for the period of one year, properly signed and dated, is filed at the office of the Directory. A publisher will be mighty sure that there is no flaw in his statement, however, before he will apply for the Guarantee Certificate. Honest circulation can secure from the Guarantee more desirable advertising, perhaps, than from any other means, but a false statement would be apt to get some of the most undesirable publicity ever dreamed of, if backed by the Guarantee Star.

AN excellent piece of advertising for a realty firm is the street directory issued by the Coe & Stedman Realty Company, of Denver. It is vest-pocket size, gives the numbers at the corners of every main avenue, and has a map of the city in its center.

THE Daily Newspaper Advertising Representatives' Association, of Chicago, have elected as their president, C. George Krogness, the special representative in that city of the *San Francisco Call*, *Minneapolis Tribune*, and *Baltimore American*. Judging by the ponderosity of its name the Association must be a pretty large affair; but Krogness has ability enough to run the Bank of England if called upon to do it.

Sock it to the Magazines.

An intelligent observer, who attended the hearings of the Postal Commission in New York, early in October, arrived at the conclusion that Senator Penrose, chairman of the Commission, is inclined to stand from under and avoid any responsibility. That the vice-chairman, Mr. Overstreet, member of Congress from Indiana, who is also chairman of the Postoffice Committee of House of Representatives, is actually in the saddle and intends to further the recommendations of Third Assistant Postmaster General Madden to some extent. If Mr. Overstreet has his way, this observer believes that the rate will be advanced to 4 cents a pound on magazines and almost everything but daily papers and country weeklies, and that these would continue to be carried at one cent a pound for dailies and no charge at all for the country weekly, same as at present. The idea advanced by Mr. Madden, and always advocated by PRINTERS' INK, of charging all printed matter a uniform rate, so that anybody can tell what postage should be paid on it by looking at the stuff without trying to look into the mind of the person who offers it for mailing, has not, in the opinion of this man, a ghost of a chance.

ARNOLD & DYER, of Philadelphia, are handling the "Roosevelt Bear Book" accounts of Edward Stern & Company.

THIS year there was, for the first time in several seasons, a heavy fruit crop in addition to good general crops. The *Fruit-Grower*, of St. Joseph, Mo., takes the occasion to issue a booklet setting forth its advertising advantages and stating circulation distribution by States. The total number of copies printed in September was 55,100, and since 1897 the paper has grown to over 50,000 copies from a then monthly average of only 2,880.

It is said that legal action has been begun to compel the United Cigar Stands Company to abandon the Stars and Stripes as a feature in its illuminated outdoor sign, the prime movers in the matter being the National Cigar Leaf Tobacco Association. The sign is a representation of the capitol at Washington, under which, in large letters, is the word "National." The upper third of the letters is painted blue with white stars. The lower two-thirds is striped vertically in red and white, the whole ensemble recalling the American flag.

Eaton's Page.

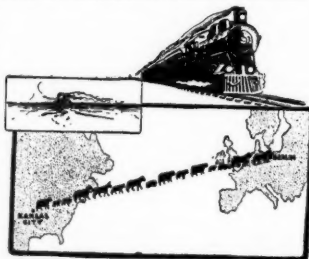
Seymour Eaton of Philadelphia announces that he will control a complete advertising page once a week in fifty large city dailies. Space will be sold by Mr. Eaton to high-grade advertisers, and he promises to draw public attention to the page by continual advertising. November 12 will be the first publication date. The names of the papers which will contain the Eaton page are not stated in the announcement, and the make-up of the list will be watched with interest. The proposition was doubtless turned down by many papers.

If properly managed, Mr. Eaton's scheme can be worked successfully. He has the ability to make the advertising of his customers attractive and interesting.

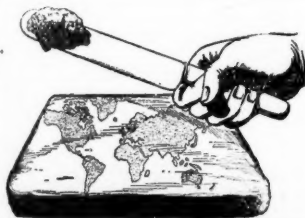
CHAS. E. ELLIS, president of the C. E. Ellis Company, Temple Court, New York City, was married on Tuesday, October 16th, to Miss Florence Taylor of Garden City, L. I.

Visible Facts.

In a recent issue of *PRINTERS' INK* appeared an article entitled "Making Facts Visible," which dealt with the use of comparative illustrations in advertising to show the immensity of the output of a commodity compared with some object which is familiar to the public. The *Kansas City Journal* makes use of "graphics" in a little booklet which cannot help impressing the reader with the immense natural resources of the country in which the *Journal* circulates. Two of the illustrations of the booklet are given below:



If the cows, calves, hogs, sheep, horses and mules raised in the *Kansas City Journal's* territory in a single year, were in line, it would reach from Kansas City to Berlin, a distance so great that a person could not cover it in less than nine days, using the fastest methods of transportation at his command.



The *Kansas City Journal's* territory produces so much butter in a single year that it could spread the bread of every human being on earth.

EIGHTEEN fine photographs taken inside the Underwood Typewriter Company's factory, at Hartford, Conn., have been made the basis of a descriptive booklet, "A Day with the Makers of a Writing Machine." Running comment to the pictures expounds the Underwood's excellences and quality.

THE Elizabeth, N. J., *Journal* makes the following interesting claim:

The *Journal* carries more advertising every day than any paper in New Jersey excepting one—in Newark.

The *Journal* carries more classified advertising than any paper in a city of the size of Elizabeth in the United States.

The *Journal* carries more local grocery and meat advertising than any other paper in the United States.

PERHAPS the best statement of the functions of a trust company that has yet been made appears as an article by Charles G. Dawes, president of the Central Trust Company of Illinois and former Comptroller of the Currency, in the *Saturday Evening Post* of October 27. This article might be reprinted as an advertising booklet for any trust company with permission of the Curtis Publishing Co. Mr. Dawes' institution has been conspicuous for good financial advertising. An account of its publicity appeared in PRINTERS' INK for October 26, 1904.

**Suggestion
Belittling.**

In an endeavor to give a vivid conception of the dangers that beset a new advertiser, one of the Little Schoolmaster's contributors suggested, in the issue of October 3, that buyers of automobiles could not be sought among the readers of the *American Boy*, Detroit. The publisher of this excellent juvenile journal does not claim specifically that it will sell motors, but considers the suggestion belittling, and does not want advertisers to overlook any of the commodities, evidently a good many of them, that the *American Boy* is capable of selling.

Your printing problem is to make your advertising matter interesting.

Now, a thing may be written in a most entertaining way and still fail to gain perusal, because it looks dull, flat and uninteresting.

There is some way in which to print every book, catalogue, folder, or whatever it may be, in a manner which will make it attractive to the eye and appeal to the good taste of the reader.

* * *

In every job we handle we make sure, first, that the copy is right; second, that the illustrations are right, and then we devise means for placing the matter in such printed form as will be sure to appeal to people who know a good thing when they see it.

We make printed things that delight the eye, that are easy to read, that are harmonious, that are impressive and convincing, and that people put away to drag out again and again to study and admire.

Consult us about something of that sort for your business.

THE ETHRIDGE-KENNEDY
COMPANY,

Hartford Building,
No. 41 Union Square,
New York City.

'Phones 4847-8 Gramercy.

WILLIAM HICKS, the New York advertising agent has established a special magazine department.

THE agent who creates and places the picture advertisements of the Murad Cigarettes has accomplished more in the way of conspicuous appeal to the eyes of newspaper readers than any other advertisements that have appeared for many months.

A BIRMINGHAM, England, book catalogue makes that town seem quite near us by this paragraph of advertising on its first page:

BEAR IN MIND.—Our Book Stores are no further away from you than your nearest Letter Box or Postoffice, no matter where you live. "A Wire, a Letter, a Post Card"—Nothing simpler.

THE Columbus, Ga., *Ledger* has outgrown its Duplex press and is having made a Hoe press, which will be installed about the first of January. The new press will have a capacity of 12,000 twenty-four page papers or 24,000 twelve page papers an hour.

THOS F. DIGIAM has been appointed receiver for the Hartford Telegram Company, publishing the *Morning Telegram*, and has authority to carry on the business and collect all debts. The application was brought by Warren D. Chase, attorney for Edward H. Fennessey of New York, who has sued the *Telegram* for \$600, money loaned. Edward R. Doyle, former owner of the paper, is a creditor to the extent of \$17,000.

PRINTERS' INK has received from a subscriber the following inquiry:

Will you not kindly put us in communication with the man or firm from whom we can secure the best puzzle, or coupon scheme, to be used in our Sunday edition, the conditions being the return of a coupon clipped from the Sunday _____ with each and every guess, count, estimate, etc.

The classified columns of advertising have been diligently searched, all to no purpose, and the Little Schoolmaster has been obliged to notify its correspondent that his question cannot be answered, because of lack of knowledge.

THE November *Atlantic Monthly* contains an article on "The American Grub Street," by Jas. H. Collins, of the reportorial staff of PRINTERS' INK. In an account of the colony of free-lance writers and artists who live in New York, a good deal of information about advertising writers and artists is given.

Spelling Contest.

Last February the Postum Cereal Co. offered prizes for the largest list of words constructed from the letters Y-I-O-GRAPE-NUTS. Prizes were to have been awarded in April, but the winners have just been announced. Some idea of the work involved in such a contest is gained from the announcement of winners:

Lists began to come in, and it required wagons to carry the mail. Many of the contestants were thoughtless enough to send their lists with insufficient postage and for a period it cost the company from twenty-five to fifty-eight and sixty dollars a day to pay the unpaid postage. Young ladies, generally those who had graduated from the high school, were employed to examine these lists and count the correct words. Webster's Dictionary was the standard, and each list was very carefully corrected, except those which fell below 8,000, for it soon became clear that nothing below that could win. Some of the lists required the work of a young lady for a solid week on each individual list. The work was done very carefully, and accurately, but the company had no idea, at the time the offer was made, that the people would respond so generally, and they were compelled to fill every available space in the offices with these young lady examiners, and notwithstanding they worked steadily, it was impossible to complete the examination until September 20, over six months after the prizes should have been awarded. This delay caused a great many inquiries and naturally created some dissatisfaction. Some lists contained over 50,000 words, the great majority of which were cut out. The largest lists were checked over two, and, in some cases, three times to insure accuracy. The \$100 gold prize was won by L. D. Reese, No. 1227 Fifteenth street, Denver, Colo., 9,941 correct words. The highest \$10 gold prize went to S. K. Fraser, Lincoln, Pa., with 9,921 correct words. A complete list of the 321 winners, with their home addresses, will be sent to any contestant inquiring on a postal card. This contest has cost the company many thousand dollars, and probably has not been a profitable advertisement.

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WEST Disinfectant advertising is sent out by Starke.

THE Dayton, Ohio, *News* is now a member of the Associated Press.

THE Omega Chemical Company is sending out reading notices direct.

J. W. THOMPSON, New York, is managing Tabard Inn Library accounts.

W. O. OSTRANDER's real estate copy is handled by J. W. Thompson, New York.

FOSTER DEVOIS, New York, is placing advertising for the Royal Mail Packing Company.

W. H. HULL, New York, is advertising *Dress*, the new magazine of the McCready Beals Co.

THE Drexel Manufacturing Company, of Chicago, is placing advertising through Arthur E. Swett.

THE Albert Lewis Agency in New York has removed from Temple Court to 111 Nassau street.

THE Capital Advertising Agency, Washington, D. C., is asking rates for five pages in southern dailies.

THE Granville S. Standish Advertising Agency, of Boston, has been incorporated with a capital of \$5,000.

THE Vreeland-Benjamin Special Agency has issued the third edition of its Index of New York Special Representatives.

FINANCIAL advertising of the Doll Manufacturing Company is placed by the Egan De Florez Agency, located in New York.

THE *Puget Sound American*, Bellingham, Washington, has been elected a member of the American Newspaper Publishers' Association.

HARRY W. TOLLES, formerly of the *Etude*, Philadelphia, is now circulation and advertising manager of Wanamaker's *Book News*.

MR. GEORGE KNOLL of Chicago, for some time on the *Ladies' Review*, has resigned his position to become assistant to Mr. Frank S. Whitman in the Chicago office of *Good Housekeeping*.



A great benefit was conferred upon a key-carrying race when Linus Yale, Jr., discovered that in order to have a strong lock it wasn't necessary to carry a big key.

The Yale & Towne Trefoll Trade-mark appears upon every genuine Yale Lock and Key. It means more upon a lock than any other name, because it identifies a lock that has been carried farther in the matter of mechanism, material and improvements than any other lock.

THE YALE & TOWNE MFG. CO.

The only makers of genuine Yale Locks



AN EFFECTIVE LOCK ADVERTISEMENT. ONE OF A SERIES NOW RUNNING IN NEWSPAPERS.

T. C. PARKER has resigned the editorship of *Press and Printer* to enter the employ of the Julius Mathews Special Agency of Boston.

THE New York branch of Fuller's Agency is sending out contracts for the Cornish Organ and Piano advertising.

FRANK W. MACK, one of the best-known newspaper men in the country, and for many years eastern manager of the Associated Press, died in California October 24, aged forty-five.

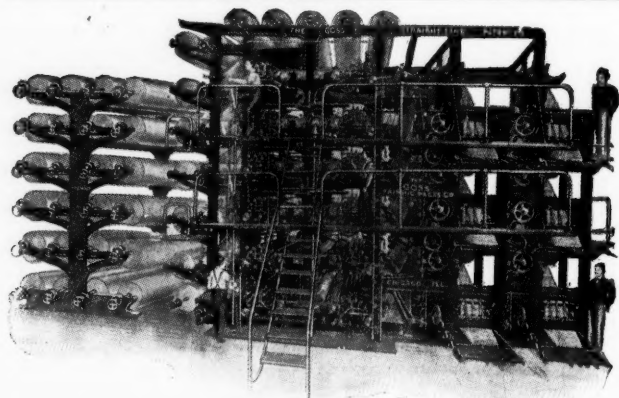
AFTER attaining the ripe old age of ninety-three years, the *Saturday Evening Gazette*, of Boston, once a widely-circulated paper in the Hub, but of late years not prosperous, has been merged with the *Budget* of that city.

AUGUSTE J. CORDIER, for many years connected with the Lalance & Grosjean Company, well known as advertisers of agate ware, died at his Long Island home October 22, aged fifty-two. He entered the employ of the company as a boy, and after ten years as vice-president became president on the death of Mr. Grosjean, in 1903.

ROLAND P. MURDOCK, for many years one of the proprietors of the *Eagle*, Wichita, Kan., died in Chicago, October 17, aged sixty-two. Only a month before he had sold his share in the paper to his brother, M. M. Murdock, after thirty-three years as business manager.

ISAAC WOOLF, a well-known advertising clothier of Chicago, who rose from a newsboy and had, for twenty-five years, given an annual Thanksgiving dinner to the newsboys of that city at his stores, died October 21, aged forty-six. As many as 10,000 boys have attended his dinners. The custom is to be continued under Mr. Woolf's will.

THE Newark, N. J., *Star* is a new daily just launched by the Newark *Advertiser*, and the only English morning paper published in that city or surrounding territory. James Martin, who lately left the New York *Tribune*, will direct its policy, and F. A. Austin is general manager. The *Star* sells at one cent. Advertising and circulation departments will be in charge of William F. Agate and F. A. Hertzog, who direct the same departments of the *Advertiser*.



The press which prints the *Woman's National Daily* in St. Louis is said to be the largest and fastest in the world. It was built under contract to print, fold and deliver 5,000 copies of an eight-page paper per minute.

NELSON CHESMAN.

Nelson Chesman, head of the advertising agency that bears his name, with offices at No. 5 Beekman street, New York, but whose principal headquarters was at St. Louis, died on Friday, October 26th, at his apartments in The Rodna, corner of Morningside avenue and 123d street, New York City. He was counted among the oldest and best known of all the advertising agents.

In his book, "Forty Years an Advertising Agent," Mr. George P. Rowell makes numerous references to Mr. Chesman, speaking of him as a life-long friend, a schoolmate in a New Hampshire district school, later as a trusted employee in his own advertising agency, manager of the "List System" upon which much of the success of the agency was based, and concerning which he says:

Our so-called List System contracts with the papers permitted us to use extra space above a full column at a proportionate price per inch. Occasionally the copy would overrun the space specified in the order by a line or two, and if the extra twelfth, sixteenth or quarter was not specified and paid for there was certain to be vigorous kicks coming from a hundred or two of the nearly a thousand papers under contract, and these protests had to be answered. Sometimes the price of the extra space would amount to no more than a cent or two, and the small fraction called for an endless amount of working out sums in fractions. I wonder if it was Chesman who helped us out by discovering that in cases of such fractional over-measure the whole difficulty could be solved by wetting the paper upon which the copy was printed. When it dried the extra quarter of an inch would shrink out of the copy. After making this discovery we adopted the plan; if the overplus was a quarter of an inch or less we shrunk it out. If over a quarter we paid for an extra half inch. Sometimes this discovery of the beneficial effect of moisture was worth from \$50 to \$100 a month to the office.

Chesman became the first editor of Rowell's American Newspaper Directory, and was one of the five to whom Mr. Rowell assigned a percentage in his attempt to introduce the profit-sharing system with employees. These were George H. Pierce, bookkeeper; John A. Moore, solicitor; Nelson Chesman, editor of the Directory; Theodore P. Roberts, estimate clerk, and Elbridge Blaisdell, then in charge of the List System. Major Roberts of Chicago, who places the Sears, Roebuck & Co.'s advertising, is the survivor of the

quintette. There came a time when Chesman had an ambition to conduct an agency of his own, and he went to St. Louis for that purpose, establishing there the firm of Rowell & Chesman, in which Mr. Rowell was for some years associated with him. In this connection Mr. Rowell relates:

When I proposed withdrawing, Nelson believed the credit of the concern would receive a heavy blow. I told him he would never notice a shade of difference, and the result showed I was right. When a newspaper has once got an account opened it requires something equivalent to an act of God to induce it to shut off the channel through which a golden stream may possibly flow in, and out of which—most of them think—nothing can escape that costs the publisher anything.

In another place in the "FORTY YEARS" book appears one more interesting reference to recollections of that early day:

At one time Chesman and Moore lived at a boarding-house in the city, and became acquainted with a fellow-boarder who was interested in a baking powder. I used to hear a good deal about it, and there was talk of advertising it; but times changed—Moore died, Chesman married the lady who kept the house—and has, doubtless, had no board to pay for the last thirty years—and the other boarder got himself absorbed into or consolidated with the Royal Baking Powder Co., and at a later day rose to the control of that and of all, or practically all, the other baking powder interests, and is now engaged in furnishing the money to discover the North Pole, and other scientific amusements, he being no other than that Mr. William Zeigler of whom we read a good deal in the papers from day to day.

Shortly after the above paragraph was written Mr. Zeigler died, he being the sixth person mentioned in the narrative to pass away within less than a twelve-month since the papers were commenced. Since Mr. Zeigler's death the time that has elapsed is less than a year, but has witnessed the calling hence of no less than seven others—or a total of thirteen since the printing of Mr. Rowell's book in January of last year. Verily it behooves everyone mentioned in those records of a past time to be ever ready "to join the innumerable caravan."

Mr. Chesman was at his office attending to business as usual on the day before he died. The immediate cause of his death was apoplexy. He leaves a widow. They never had any children. His remains repose in the family vault at Lancaster, New Hampshire.

ONE KIND OF ADVERTISING AGENT.

It takes all kinds of advertising agents to make up the publicity world. There is the agent who has a whole floor in a large building, and a staff of employees numbered by dozens. He talks about the agent as a creative force. There is the agent with a thousand letter heads, a desk, a chair and a hat, the latter serving him most of the time as his office. He talks about dividing commissions. There is the "dummy" agent who places for some large proprietary advertiser who pays him a salary, and the agents who specialize in trade journals, magazines, etc.

One type of advertising agent different from all these is likely to fascinate the mind of a young man who has decided to be an advertising agent himself and is looking about to determine what sort of an advertising agent he would better be. If he knows anything about the various channels through which advertising reaches publishers he will hear this kind of agent frequently spoken of with respect as the outgiver of large copy for great business houses. His credit is good, and the aggregate of business he places annually runs into hundreds of thousands of dollars—sometimes past the million mark. He is a very large agent indeed. If the young man goes to his office, however, he will be surprised to find that this important person has no large staff of copy writers, no dozens of artists, no thousands of square feet of floor space. If he asks for the agent himself he will be surprised to learn that he is in Europe, and will not be back for two months. If he comes around again at the end of two months he will probably be told that the great agent is in Florida now, or attending a golf tournament in North Carolina, or domiciled at his winter home in California. At his office there are usually not more than two young men and a stenographer, and they seem to have little to do.

This agent, he will find on fur-

ther inquiry, is engaged chiefly in the exacting and well-paid work of sending out electrotypes. His is not the mission to split fine points as to advertising copy, nor to select mediums, nor to bother himself far into the night about rates. Such trifles are attended to by his clients. They make their own copy, have it set up, select their own mediums, check their own insertions. His is not the perplexity of investigating deep psychological problems of advertising, nor to reason why. All he has to do is send out the electrotypes, and this service he performs by deputy through his two boys and stenographer. His office seldom reveals anything so crassly connected with advertising as an electrotype, even. Yet in the advertising world he is a great man, a tower of strength, a source of good.

What does he receive for this service? What does he do with commissions? Ah! these are points on which the investigator will get little information. As the clients who employ him are under the expense of producing their own copy and attending to most of the routine, it is logical to assume that much of the commission allowed by publishers to cover just this item of cost—perhaps most of it, or all—eventually finds its way back to the clients themselves. As to what the agent receives, it must be considerable, for his traveling expenses, his golf club fees, his hotel bills in Europe, Jamaica, Cuba, Florida—these are not trifles. You can't keep an auto on nothing, so it is fair to assume that this kind of advertising agent doesn't work for nothing. But whatever he receives, he fascinates the mind.

A FREE copy bureau is maintained by the *Technical World Magazine*, Chicago, good writers and artists studying each advertiser's proposition carefully and then designing matter that will pull. The bureau prepares all the advertising of the American School of Correspondence. Only actual cost of drawings and plates is charged on accepted designs. The editor of the *Technical World Magazine* is Dr. Alfred Sydney Johnson.

FOOL ARGUMENTS.

The sanest advertising is always open to outside criticism. For a critic, ignoring what may be the real pulling power of the ad, can damn it for qualities it doesn't contain. The Chicago tailoring firm of E. V. Price & Co. illustrate all their ads with a comic tailor, for example. This comic figure has no place in a serious ad, and one can easily demonstrate it on paper. Yet it may be the very factor that serves to differentiate this firm's announcements in a multitude of clothing publicity.

Some advertising, though, is frankly foolish, either in its statements as a whole, or in part. On the billboards lately there has appeared a big poster for F. P. Corsets. It shows a lady who may be shapely according to corset manufacturers' standards, and in the far vista a view of a world's fair. "Backed by the fair" is the important message heralded to a waiting world by this production. Eight sheets of costly lithographing and posting go to blazon a statement that is genuinely foolish. There is no information except this, and not even a good picture of a corset. There isn't even a good picture of the world's fair—nothing but a cheap pun.

Another advertising statement not marked by an overweening sanity is this paragraph from a Van Camp magazine ad:

Much depends on where the beans are grown—in what soil. Van Camp's beans are engaged from the farmers months before harvest time. Special buyers go out through the country visiting only sections where the best beans are grown and order the best of the best for Van Camp's.

We all know it is difficult to make exclusive arguments for canned beans, and here we see the downfall of a writer who tried to do it. Anybody who knows beans will tell you that they cannot be counted before they are harvested, any more than tobacco or wheat. If the Van Camps really do buy beans months ahead of harvest, and take chances on their crop in this way, it ought to be easy for

Heinz to get far better beans by ordinary good judgment in buying at the elevators.

Cowan's furniture, advertised in the magazines, is frequently made the subject of a fool argument. This Chicago house recently headed an ad with the words, "Cowan's is an American institution—'At Cowan's' an international phrase." This international form of "Meet me at the fountain" will probably strike a reader as foolish if this is the first time he has heard of Cowan's, and it is foolish when you remember that the Biscuit trust's investigations have shown that "Uneeda" isn't known to more than sixty per cent of the people in this country, let alone being an "international phrase." Cowan makes fine furniture, but he ought to stop trying to make fine phrases.

"In fashionable society to win success serve White Rose Ceylon tea at all social functions—it is always the correct thing and exclusive in its excellence." Simple formula for breaking into society! How many readers take it seriously as a reason for using this tea? Another argument put forward for the same beverage attempted to show that, because it was extra strong, you could save fifty per cent on your tea bill, and thus get your vacation free!

Such arguments are not as common as they once were. But they are still found in sufficient number to serve as a warning to the advertiser who wants to be consistent, sensible, logical and forceful in his statements. The fool advertising argument is usually something said by a man who was not sure that he had anything to say at all, and the way to be absolutely sure that it is foolish is to ask yourself whether he had not better have said nothing. If the argument he advances is worse than silence, then it is a fool argument.

THE well-known "Curiosities" department of the *Strand Magazine* has been extended over into the advertising pages. J. Lawrence Bradlee is advertising manager of this monthly, as well as the *Wide World Magazine*.

JOURNALISTIC INDIVIDUALITY AND ADVERTISING.

By Joel Benton.

To be like everything, of one species—not to differ in any point—and to aim at no single superiority or excellence, is simply to be passable and commonplace. You have filled the bill, so to speak, in doing merely this, but you have done nothing notable, for such an accomplishment is everybody's triumph. The lawyer or doctor who has made no mark, but has simply escaped grave faults and consequent criticism therefrom, must be content to fall into an average rank and draw an average income.

Neither persons nor institutions should rest on or cherish so low an ideal as this. Every one, says Emerson, has some one thing, if he will only search it out, which he can do a little better than any other can. To discover this and cultivate it for what it is worth, is the evocation of his genius. It is, in fact, what he was born for and is the true mission of his life.

There is nothing—to apply what is here outlined, by way of preface—more helpful to a journal, or periodical, than this quality of individuality. It means that here is a voice, speaking, not like every other, but in its own original way. You find in each issue something you were not looking for—some new thing well said, or some new and pungent way of saying what has been heard a hundred times, but which has never been quite as well told before.

The public, when they find a paper that thinks for itself and says unexpected things, are apt to try it and to flock eventually to its support. I do not mean by this that to get business and circulation—and especially advertising—a journal must "yellowly" itself and introduce freak features from day to day. That style seems to have had its high meridian already and to be falling now into visible desuetude. I refer rather to the paper with a spinal column which will not be edited

by deference to outside critics or popular clamor, or by servile imitation of what is perfunctory and common.

Let us take a journal, for instance, that insists on its own advertising typography, its exclusion of big full-faced type lines and of pictures and its preferred space and specially differentiated rates. To begin drawing these hard and fast lines will, no doubt, repel some patronage from advertisers that conformity would at once secure. But when the programme indicated has been firmly maintained a while and the paper is soon known to have a distinctiveness that stands out, the attention inevitably drawn thereto becomes a help in drawing business and therefore a profitable asset.

I suppose, in these days, that a publisher who refuses to have an advertisement under any guise in the reading matter columns would be confronted with the plea that all the papers—some of them very eminent—permit this privilege, and would consequently find his resolution extremely difficult to maintain. But, if he insisted that his readers are entitled to protection from false pretenses and should stick bravely to his ethical doctrine, he might ultimately make it a tower of strength.

I have often thought that a substitute for the reading notice, however beautifully "news"-ified or disguised, could be made by a leaded minion department of "Business Notices" so headed which should stand opposite, if not on the last column of the editorial page. This would look particularly neat in the paper and would have an emphasis even more emphatic than if put here and there in solid reading matter type. Such notices, I should say, would deserve and warrant frequent changes in matter and setting and would, in time, attract the average reader so strongly that he would not—simply because of their brevity and manner of preservation—be able to skip them.

But all this, perhaps, is a feeble exemplification, which no particu-

lars can exactly describe, of what goes to make newspaper individuality. In the days of the personal editor, where paper and person were pretty nearly identical—when Greeley, Bennett, Webb and a few others had names that were synonyms of their sheets—individuality came in that way. But this fashion has now pretty nearly passed.

To-day's journal is something like a composite photograph or a blending of many minds and personalities either little known or not at all noticed.

It is not necessary to illuminate this topic further by making invidious distinctions among well known journals. Everyone, who has an interest in this subject, will recall to mind without special prompting a considerable number of papers that stand each in a category by itself. They are widely quoted and are familiar to everybody and their success comes from the fact that they are themselves and not merely one other among so many aggregated white beans. To attain to this estate is to score assured business success.

THE RETAILER—HIS PROBLEMS.

Although in a location far from the best in New York, my drug store, at Tenth street and Third avenue, is one of the most desirable in the city. Advertising has made it so—not expensive advertising so much as the use of little things that the retailer in a large city, not able to go into the daily papers, must devise and put into execution for publicity.

It is said that most of the women who write about motherhood are elderly spinsters. Certainly most of the writers who undertake to advise the retailer how to advertise and conduct his business have no experience whatever in retail stores, and their advice is not only useless in practical store management, but absurd driven to read. The retailer in a large city who can't afford to use the daily papers is handicapped. But newspaper advertis-

ing is only one of the weapons in the warfare of business. It might be compared to a long range artillery gun. The combatants in the great war in Manchuria, though armed with the most effective long range rifles and artillery, have often come to bayonet fighting. A retailer in a big city deprived of newspaper advantages can carry on an exceedingly active campaign with none but the close range weapons of advertising.

One of the best ways of attracting attention to a neighborhood store is to sell certain goods below cost. This is the method of the big stores. "Fruit of the Loom" cotton costs at wholesale five and a half cents a yard. A department store will sell it at four cents on a certain day. Every woman in the United States knows "Fruit of the Loom," and knows its price. When a sale of this sort is advertised she is sure that it is genuine value. The department store loses a cent and a half on every yard for advertising purposes. The retailer must make up his mind to lose money on his leaders. They must be well-known leaders—popular articles in staple demand about which there can be no confusion or misunderstanding, or suspicion of trickery. In our store we have such leaders as Cuticura Soap. It must also be a comparatively low-priced article, not exceeding twenty-five cents at retail. Instead of a special sale of a day or a week, the retailer must chose certain leaders on which to lose money and sell them at a loss indefinitely, year in and year out. He can't advertise his price reductions in the papers, so by making them fixed events he must let them advertise themselves. Results at first may be slight, but as the word goes around that such and such a store sells certain articles below cost people will come for them. On what they pick up at other times the profit is made.

As charity begins at home, so retail advertising begins in the window. Every few days there is a new display in our windows,

and the central feature is always an article in demand at that time of year, ticketed at a low price. By keeping systematic records we have found that people coming in for these leaders buy enough other things to make a fair profit on the business, while they serve as an introduction to our store. The window is a peculiar advertising medium. Productive of good results in direct sales when wisely employed, it is also a general advertisement. Its general advertising value is the greater. But it must be employed perpetually. I have a firm belief in the window display that moves. Even a couple of goldfish in a globe will attract more attention than a "still life" display. Great care must be had, however, not to pass the bounds of good taste. The display should be refined. A moving display doesn't mean one that runs a mile a minute. Recently we imported from Germany a delicate machine for inducing the circulation of the blood; a somewhat complicated arrangement of glass tubing filled with a red liquor; it is so exquisitely adjusted that when set upright a continual current of tiny red globules may be seen rising through its arteries and veins. This is a scientific toy that will interest anybody, educated or illiterate, and it also has a direct advertising value, for with it we display in the window one of our own preparations and the sign "Our Pepto-Mangan tablets improve the circulation of the blood." This piece of apparatus cost \$25, and is fragile, but as something that moves, something new and something thoroughly dignified, it could be used for other lines of business.

We have also employed advertising novelties to very good purpose, always selecting things that suggested the drug business, when possible. I have imported most of these novelties from Germany, securing them through our foreign agents. While advertising novelties made in the United States are excellent, they are also somewhat common. We have

sought something out of the ordinary. One is a cake of transparent soap with a printed ad in the center, simple in idea, yet not procurable in this country. We distribute it to hotels and cafes within a radius of ten blocks of the store. Another is a nail-brush with our ad stamped on the back. These are sold in the store at five cents each for advertising purposes, but whenever we can give them away to people we know the chance is improved. A dozen is sent at frequent intervals to every hospital in New York. Any reader of PRINTERS' INK who is interested in either of these novelties can have specimens by sending a two-cent stamp for postage on each. Most of our advertising novelties are bought of L. Bendiner, in Vienna, and Mautner & Ahlsweide, Leipsic. Four years ago we gave away to children a reproduction of an obsolete primer, filled with verses and stories. It was a quaint book, and though having no direct bearing on drugs, went into homes in our neighborhood. Anything that interests children is a good advertisement for a retail merchant. The trade of youngsters is well worth having. They do more of the buying of the home than is generally thought. Some druggists handle school-books as a side line. An excellent ad for them, or for any retail store, would be to give away at the beginning of the school year a standard school-reader or some article of practical utility needed in study—something that would have to be purchased, ordinarily. The cost might be considerable, and in a very large city it would be impossible. But in the town with not too great a population around the store this method could be made an excellent advertisement. *Maurice F. Schlesinger, Bendiner & Schlesinger Drug Store, 10th street and Third avenue, New York.*

HAPGOODS, the brain-broking agency, seems to have developed a live way of using the classified in magazines. A solid page is taken in the November *Review of Reviews* and fitted with a heading and footing in display.

ADVERTISING OF AUTO-MOBILES.

In advertising no other class of business has so strongly asserted itself in recent years as that of the automobile interest. From positive obscurity ten years ago, it has taken a place in the first rank, second to that of the Department stores in local neighborhoods, and surpassing its only rival in the wide distribution of its publicity. How permanent that position is to be depends upon the unsolved problem whether the automobile is to prove a fad like the bicycle, or a lasting factor in the industry of the country. Both issues have advocates. Unfortunately for the durability of the trade, there are those manufacturers who entertain the belief that the trade is ephemeral, and are adopting all the means to squeeze it while it is fresh, and to hasten it on its way to decay. They are the men who manufacture motor cars for the scrap heap and make use of liberal advertisements as the only merit in their industry. No other interest has ever misused the opportunities of publicity so ruthlessly and with such a reckless disregard of common business honor. This can be accounted for in only one way. The men who have practiced it have no faith in the permanency of their trade, or if they believe in its better aspects are not assured that the patents upon which they build machines for the present market are in themselves valuable and permanent. On the other hand there are numerous makers who have not only an abiding faith in the permanency of the automobile industry but in their own patents, and are giving their earnest attention to the improvement of the machine with a view to making a car that will commend itself, first for quality and eventually to be produced at a price that will make its use general.

As the trade has existed up to the present the automobile has appealed chiefly to men of liberal and independent means. The trade

is now practically exhausted. The makers must now seek purchasers among the class to whom a few hundred dollars is a consideration, and the advertisements which offer automobiles must take on a character which meets only the considerable demand for them that bids fair to be permanent. Already the signs of this revolution in the publicity of the trade are becoming apparent, and the tendency to enforce upon public attention the greater economy of the car is becoming distinctive.

The trade itself sprang so suddenly into importance that it had scarcely "found itself" before it assumed dimensions that almost justified exaggeration in its publicity. Its factory genesis was for the most part the bicycle industry—great plants for the manufacture of the man propelling wheel which suddenly found themselves without clients, and as a collateral line of business took up the making of automobiles. Their knowledge of the machine was for the most part limited. They knew that a gas engine drove it and that an electric spark exploded the gas, and that it ran on four wheels. When they had produced a machine that would go they depended upon advertising to do the rest. That was almost the rule at the beginning of the industry—so advertisement bore for several years the onus of the bad name which the whole trade fully deserved.

As the automobile drew out of the experimental stages it grew up in some instances to the character of its publicity. In others it did not.

As an illustration of this condition there may be cited the publicity of a factory at Buffalo which, a few years ago, calmly announced that its stock cars would run a mile a minute—that any car taken out of store would make this rate of speed. How baseless such assertions are is shown by the result of the Vanderbilt Cup Race, in which cars built especially for racing, tuned up for individual effort, only made a record, under the most

favorable conditions, of sixty miles an hour.

Another firm that built cars of moderate power, invented for its publicity something it called Franklin horse power. Horse power is the fixed measure of an engine, established by James Watt in the early stages of the engine's history, and accepted by all mechanics as a standard. There is no other measure, and the firm spent great sums of money exploiting what has no existence whatever. However meretricious their methods may have been, they served their purpose as publicity. Similarly a firm advocated the value of wood sills and boasted that it drew its lessons from three thousand years of carriage making. Now as the first carriages were built less than three hundred years ago, they had only war chariots to draw from, and the fact being called to their attention they soon dropped it.

The aim of the advertiser seemed to be, and still remains, to fill in their sentences with glowing rhetoric rather than logical arguments, and in this they are certainly successful. No more flamboyant use of the English language has ever been made than in their publicity. They applied it to all parts of the machine—but usually they harked back to the fundamental principles of simplicity, lightness, strength, durability, skilled workmanship and rung the changes upon these qualities.

For illustration they used the picture of the automobile. That they still do. In the 130 advertisements printed in a current trade magazine the pictures of as many automobiles appear, and all of them so nearly alike that they have no distinction whatever, and what is more important, convey to the average mind no information except that the automobile is the subject dealt with. Occasionally they throw into the pictures some additional features, usually of a scenic character, as of landscape or mountain, but this, while interesting is not relevant and does not apply to the elementary quality of advertising.

The whole trouble with this great industry has been that the makers of the gasoline car stand in terror of the possibilities of electricity. The gasoline engine has reached its limit of development, and the application of electricity only awaits the successful inventor. Whether he will arrive or not is a problem which is regarded with equal pessimism and optimism according to the temperament of the observer. But in the meantime the makers of gasoline cars, who are about ninety-five per cent of the whole body, seek to convince purchasers of the merit of their product while there is no considerable rival in the field. It is not strange then that their publicity takes on a feverish quality, and thus we can trace its character to its origin.

Apart from the trade magazines like *Motor* and *Automobile*, the industry is exploited chiefly through the higher classes of magazines. The daily newspapers for a time enjoyed considerable profit from it, but this has almost altogether dropped out. Periodicals that have subscription lists among the wealthy classes are chosen for obvious reasons, but the dependence of the established manufactures rests chiefly in pamphlets and books. The scale and character of these publications rival, typographically at least, the best that are used for any interests, for the reason that they deal with a single article of sale—they cannot take on the character of a trade list. Jewelers offering a variety of goods, and to a wealthy trade frequently, present their business in books that are beautifully made, printed and illustrated. Insurance company and financial promotion are often done in the same way, but the booklet phase of advertising is carried beyond these in respect to printing, paper and the rhetoric of the stories which they tell, by motor car makers. The Packard Motor Car Company issued one that cost them \$4,500 for design and text before it was printed. They printed 100,000 of them and mailed them to a selected list, which cost

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them \$1,750 to secure. The price of this pamphlet to make, that is its paper and printing was 13½ cents each. To this had to be added the postal charge. After the book was out they issued a second edition of 50,000 which is practically exhausted. Unfortunately the business shifts so quickly that the book for last year is useless as an appeal to the current year's trade. Not that the character of motor cars change so much, if any, but the appeal to purchasers must, from the very nature of the business, be kept continually new. The maker's continual boast is that he has improved his car. Whether he has or not, he must say so, and, consequently, the publicity which advanced the interest of the best car last year has to take up the proposition of a better one this year. Firms that began on model A, change it annually and are reaching the end of the alphabet long before the years have exhausted their numerical possibility, usually by skipping the letters which should reasonably be historic. But while they exact from their advertising writers new work, but a few of them give foundation for it. So we see again why the advertising writing is so rhetorical and florid, and also why it is so logically unconvincing.

It must be confessed, however, that the arguments presented in some cases are really backed up by the performances and character of the cars. That is a subject that belongs to the technical end of the business. PRINTERS' INK concerns itself only with the method of advertising, which, generally speaking, it must regard as bald and academic. Its obvious faults are the lack of illustration that informingly illustrates, and the ornate and embellished quality of its text. That the former may with difficulty take any other form is admitted, but that some of the invention so freely apparent in the latter might be applied to finding a way to improve the other readily suggests a remedy.

The trade magazines which act as a fogleman for the character of

business done are much to blame. If they exerted a part of the enterprise they display in obtaining clients to making advertisement valuable by originality of design and specific statements they would largely advance the interests of the trade. When they deal with what are called automobile accessories, they do not fail because this branch of the business has been crystallized by the hardware and machinist trade through long years of experience. It is really a part of that established industry and flows through accustomed channels.

When the native automobile maker claims that his cars are superior to those of foreign origin he deceives no one. If the Vanderbilt Cup Race does nothing else, it teaches that they are not, and every possible buyer knows it. One advertiser says "The end of German, French and Italian prestige is at an end. American constructive ability has been triumphantly vindicated against the world. We excel at every point. Every foremost feature of foreign cars have been improved upon."

So far is this from the truth that the agent who authorized these statements rides around New York City in a car of foreign make, because he says "we can't depend upon a car of native origin when we can afford to run one made abroad." One might ask how and why he affords to be able to use a foreign car.

Another maker throws up half a column to display the statement that his car is "The Car of Destiny!" What does that mean? Who could find any meaning in such a fact, even if it were true? Another one calls his "The Car of Contentment." That does mean something if it be true, but not very much. Another uses a page of the trade magazine asking people to "Look for the Oval Front." Another advertiser declares that his car "Levels roads," which may be figuratively true of a country where there are no hills, but cannot be accepted as a general fact. Another one advertises "The Easiest Riding Car on

Earth." Where else are cars ridden? Another that "One Finger Controls It"—a one fingered man driving it would be at least a curiosity. So through pages and pages of automobile publicity the feverish story runs.

It wouldn't be fair to pick out only the invalid kind of advertisement that is pursued by the automobile industry. There is plenty of good and effective work. The Royal refers its claim to the men "Who have bought them." That is definite. The Packard Company advertise that "over six hundred of our cars are in successful operation;" and by the modesty of their statement gain attention. The Studebaker Company present arguments concisely and succinctly, framed so that they can be grasped, and a few others rest their claims to attention upon cheapness of cost and economy of maintenance. It would be strange, indeed, if in such a body of publicity there was not much of merit. The fact remains that the proportion of excellence is not maintained.

TO HAVE A PHARMACEUTICAL EFFECT.

The question is whether Willie Dougherty, aged nine months, of No. 50 Crawford street, Newark, did or did not swallow a silver watch fob, a souvenir of the St. Louis Exposition, which his mother gave him to play with on Sunday. If, he did not swallow it, then some one may have found it. If he did swallow it, then it must be somewhere in his interior. In an effort to solve the mystery, and relieve her anxiety, Mrs. Dougherty, yesterday inserted an advertisement for the fob in the "lost column" of one of the Newark papers. She was careful to state that she did not want it back, but just to know that it is outside of Willie.—*New York American*.

STUNG.

English newspapers received not long ago from Smith's Advertisement Agency, London, a puff for one of its clients, with the usual request for free insertion. Publishers who refused to run the notice without pay got a printed notice from the agent asking that the paragraph be printed as news and charged for at card rates.

Now the publishers who inserted the puff free are wondering if the purpose of the scheme was to find out which publishers do business on business principles and which are easy marks.—*Exchange*.

A NEWSPAPERS' SAVINGS CAMPAIGN.

One of the Atlanta papers, the *Journal*, is at present engaged in a combination circulation and savings bank advertising campaign, which bids fair to meet with very successful results.

The proposition of the *Journal* is one that has been, in a few instances, tried with success elsewhere. The paper advertises that, to any subscriber who will clip the coupon and bring that and ten cents to the paper's offices, a "keyless bank" will be given. After an amount of money, \$1 or more, has been placed in the bank it is to be carried to a local savings institution where a credit of \$1.50 will be given for the first dollar placed in the bank.

This campaign was begun early in the summer, but on account of a strenuous State campaign in Georgia, in which the *Journal* was greatly interested, it was abandoned until quite recently. It has not yet been pushed far enough to say just what the success will be, but those to whom the matter has been assigned are very hopeful of big results, both in circulation and in creating savings deposits. The *Journal* has made provision for a similar campaign in Macon, Ga., where it has a large following.—*Practical Advertising, Atlanta*.

HELPS BOSTON.

Gifted journalists are apparently kept on large salaries in certain New York and Western newspaper offices to shoot comic editorial spit-balls at Boston. Our busy, bustling mayor, intent on Boston "publicity," could hardly do better than find out and double the salaries of these scathing scribes. Every shot from the Ancient-and-Honorable editor of the *Sun* is heard 'round the world, and all the drives at the culture of the spectacled, Greek-speaking Boston girl, traveling through the reprint of the "patent insides" of far Western and Southern country newspapers instruct the young women of those regions that the great plant for culture is Boston, and hither they come by thousands.—*Boston Transcript*.

Advertisements.

Advertisements in "Printers' Ink" cost twenty cents a line or forty dollars a page (300 lines) for each insertion, \$10.40 a line per year. Five per cent discount may be deducted if payment accompanies copy and order for 4 insertion and ten per cent on yearly contract paid wholly in advance. If a specified position is demanded for an advertisement, and granted double price will be charged.

WANTS.

WANTED—TO BUY an evening daily newspaper in town above 20,000 in Middle West. Correspondence confidential. Box 261, Toledo, O.

THE circulation of the *New York World*, morning edition, exceeds that of any other morning newspaper in America by more than 100,000 copies per day.

WANTED—Linotype composition, 20c. per thousand for 8-point and 12c. for 6-point. Write for complete rate card. Address FRANK B. WILSON, Kenton, Ohio.

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WE HAVE not enough capable men to fill the high grade business and technical positions now on our list. Write for booklet, HAFGOODS, 306 Broadway, N. Y.

WANTED—Old-established daily paper wants bright, active young man, with some experience, in its advertising department. Splendid possibilities for the right man. Address "A. D.," Printers' Ink.

NEWSPAPER POSITIONS open for advertising solicitors of successful experience. Straight salary propositions. Write for Booklet No. 7. FERNALD'S NEWSPAPER MEN'S EXCHANGE (estab. 1898), Springfield, Mass.

WANTED—A subscription manager for farm paper and book publishing house in the Middle West; one who is active, energetic and able to take financial interest in the business. A great opportunity for the right man. "F. B.," care Printers' Ink.

RARE OPPORTUNITY to secure the services of one of the best advertising men in this country, providing there is chance to get a financial interest in publication. Capable of taking entire charge of business end. "G. A. I.," Printers' Ink.

Notice—Book Publishers

I want to add a line of business books that have merit. Requests for same at hand. Send your best propositions, terms, etc. FIRST, L. ROMMEL, JR., 61d Merchant St., Newark, N. J.

WANTED—Bright, wide-awake young man to edit house publications and do adwriting in advertising department of large manufacturing concern. Salary not large to start, but ability will be recognized. Applicants, give full particulars in first letter. Address "EDITOR," Box 177, Cleveland, Ohio.

WANTED—Clerks and others with common school educations only, who wish to qualify for ready positions at \$2 a week and over, to write for free copy of my new prospectus and endorsements from leading concerns everywhere. One graduate fills \$3,000 place, another \$1,000, and any number earn \$1,500. The best clothing adwriter in New York owes his success within a few months to my teachings. Demand exceeds supply.

GEORGE H. POWELL, Advertising and Business Expert, 143 Metropolitan Annex, New York.

YOUNG MEN AND WOMEN of ability who seek positions as adwriters and ad managers should use the classified columns of PRINTERS' INK, the business journal for advertisers, published weekly at 10 Spruce St., New York. Such advertisements will be inserted at 20 cents per line, six words to the line. PRINTERS' INK is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

WANTED—An experienced and practical man to manage a job and newspaper plant, with a daily and weekly paper; doing an annual business of over \$25,000. Desires party able to buy an interest and take full charge of the business. For particulars address "L. B.," care Printers' Ink.

WANTED

In several States, experienced men as exclusive agents for handling Commercial Calendars, Catalogues, and Show Cards. Best references required.

CAMPBELL ART CO.,
Flatiron Bldg., New York.

"ADVERTISERS' MAGAZINE"—THE WESTERN MONTHLY should be read by every advertiser and mail-order dealer. Best "School of Advertising" in existence. Trial subscription ten cents. Sample copy free. THE WESTERN MONTHLY, 815 Grand Ave. Kansas City, Mo.

ADVERTISING MEDIA.

THE TROY (Ohio) RECORD is a daily of the Montreal Star class published in a 6,000 town. Circulation covers city and Central Miami County thoroughly. Send for rate card.

SUPPLIES.

ADVERTISING THERMOMETERS sell easily because good investment. Liberal selling proposition to advertising men. Ask Booklet P. TAYLOR BROTHERS CO. Rochester, N. Y.

HAND Printing Presses, type, stands, racks, quads, cases, etc. Send postal for list of type. KUESTNER, 24 E. 125th St., New York.

W. D. WILSON PRINTING INK CO., Limited, of 17 Spruce St., New York, sell more magazine cut inks than any other ink house in the trade. Special prices to cash buyers.

PASTE for shipping labels, mailing wrappers, trunk linings, cigar box labels and all other purposes. Bernard's Cold Water Paste is positively best. Virginia-Carolina Chemical Co. use it exclusively in 16 factories. Sample free. CHAS. BERNARD, Tribune Building, Chicago.

89 Adwriting Rules (Enlarged Edition)

gives in a condensed form practically the same instructions, type information, tables, etc., in advertisement writing that a \$25 to \$40 course teaches. Postpaid, 25c. Stamps or coin. A quarter's worth of the quarter back. L. ROMMEL, Jr., 61d Merchant St., Newark, N. J.

ADDRESSING MACHINES AND FACSIMILE TYPEWRITERS.

AUTO-ADDRESSER—An office machine that saves 90 per cent. Besides selling the AUTO-ADDRESSER, we make an IMITATION TYPEWRITTEN LETTER and fill in the address so that it cannot be distinguished from the real. We do wrapping, folding, sealing, mailing, etc. Ask us.

AUTO-ADDRESSER, 310 Broadway, N. Y.

ADWRITING.

I WRITE good advertising, booklets, form letters and store papers. R. E. GRANDFIELD Fall River, Mass.

PAPEE.

BASSETT & SUTPHIN,
45 Beekman St., New York City.
Coated papers a specialty. Diamond B Perfect. Write for high-grade catalogues.

ADVERTISING AGENCIES.

D. A. O'GORMAN AGENCY, 1 Madison Ave. N. Y. Medical journal advtg. exclusively.

THE IRELAND ADVERTISING AGENCY.
Write for Different Kind Advertising Service.
25 Chestnut Street, Philadelphia.

PIONEER ADVERTISING CO., Honolulu—Cosmopolitan population makes our six year experience valuable. Newspapers, billboards, walls, distributing, mailing lists.

ALBERT FRANK & CO., 25 Broad Street, N. Y. General advertising agents. Established 1872. Chicago, Boston, Philadelphia. Advertising of all kinds placed in every part of the world.

Advertise in Cuba

It will soon be "Uncle Sam's Land."

Other American Firms

are doing business here

And Why Not You?

THE BEERS ADVERTISING AGENCY.

Bank of Nova Scotia Building, HAVANA.

PATENTS.

PATENTS that PROTECT
Our 8 books for inventors mailed on receipt
of 6 cts. stamps. **R. S. & A. B. LACEY,**
Washington, D. C. Estab. 1869.

PHOTO-ENGRAVING.

PHOTO-ENGRAVERS, Designers, price list and
samples sent on request. **STANDARD EN-**
GRAVING CO., New York.

PUBLISHING BUSINESS OPPORTUNITIES.

A HUMOROUS WEEKLY
that has age and
has been quoted by
nearly every paper
in the country. Its
name is a household
word and has been
such for many
years. It can
now be bought
at a price.
I have also a
number of trade
and class periodicals
at attractive prices.

EMERSON P. HARRIS,
Broker in Publishing Property,
253 Broadway, New York.

ILLUSTRATORS AND ILLUSTRATIONS

ADVERTISING Cuts for Retailers; good; cheap.
HARPER ILLUS. SYNDICATE, Columbus, O.

PRINTERS.

PRINTERS. Write **R. CARLETON,** Omaha,
Nea., for copyright lodge cut catalogue.

WE print catalogues, booklets, circulars, adv.
matter—all kinds. Write for prices. **THE**
BLAIR Ptg. Co., 514 Main St., Cincinnati, O.

DIRECTORY OF NOVELTY MANUFACTURERS.

AGENTS wanted to sell ad novelties, 25¢ com.
3 samples, 10¢. **J. C. KENYON,** Owego, N. Y.

CELLULOID and Metal Buttons. Advertising
Novelties, Badges, largest assortment, lowest
prices; samples sent. **JAM'S HENDERSON,** Room
1804-150 Nassau St., N. Y. Phone 4853, Beekman.

WRITE for sample and price new combination
Kitchen Hook and Sill File. Keeps your ad
before the housewife and business man. **THE**
WHITEHEAD & HOAG CO., Newark, N. J.
Branches in all large cities.

FOR live advertising novelties, specialties,
business souvenirs, calendars, signs, read
THE NOVELTY NEWS, official organ of the manu-
facturers. Full of suggestions, illustrated. 50¢.
a year. 175-1 Washington St., Chicago.

BOOKLETS.

AD POINTS. A booklet for the retailer.
Money's worth or money back, 25 cents.
J. H. RATHBUN, Sedalia, Mo.

ADVERTISEMENT CONSTRUCTORS.

KNOWLEDGE of what is required and ability
to produce it in effective form constitutes
FITZGERALD-SCHWARTZ ADVERTISING AND
PHOTOGRAPHIC SERVICE, 24-26 E. 21st St., N. Y.

A SMALL, soon-over circular, which I gladly
send upon receipt of request, often paves
the way for me to send samples of my advertis-
ing work of various kinds. As an examination
of these samples frequently secures a new client,
my seeking such opportunities need not be con-
fused with pure philanthropy.

I make Circulars, Folders, Price-Lists, Cata-
logues, Trade Primers, Circular Letters, An-
nouncements, Mailing Cards, Booklets, Notices,
Newspaper, Periodical and Trade Journal Adver-
tisements, etc., etc.

No postal cards, please.
No. 58, **FRANCIS I. MAULE,** 402 Sansom St., Phila.

GEE!

There's a lot of stores
want me to go to work
for them, but they're
afraid I can't sell
goods. Why, that is
my long suit. I can
just make goods fly out
of the doors. Try me
for 30 days; if I don't
make good, fire me.
Any line of business—
grocers, hdwe., cloth-
ing, etc. Get busy,
bosses. Agents
wanted.

THE "OFFICE BOY"
SYSTEM,

Box 86, Los Angeles, Cal.

FOR SALE.

QUICK Slightly used press for making rub-
ber stamps. Good as new; \$10. **AUTO-**
MATIC ADDRESSING CO., 403 E. Oliver St.,
Baltimore, Md.

COMPLETE Printing Plant—One newspaper
press, two job presses, paper cutter, book
stitcher, and full line of type. All in good con-
dition. "C. S. C." care Printers' Ink.

WILL save you \$250. Absolutely new Com-
positype; never used; for sale to quick
buyer. Costs hundreds of faces and sizes. **AUTO-**
MATIC ADDRESSING CO., 403 E. Oliver St.,
Baltimore, Md.

FOR SALE—Complete newspaper and job plant
in excellent condition, publishing daily 1600
circulation, weekly 2,500, in growing city of 12,000
population; doing between \$2,500 and \$3,000 of
business per month and steadily increasing; in
splendid field to improve. For particulars, price
and terms, write **C. A. MCCOY,** Lake Charles, La.

ADDRESSING MACHINES.

ADDRESSING MACHINES—No type used in
the Wallace stencil addressing machine. A
card index system of addressing used by the
largest publishers throughout the country. Send
for circulars. We do addressing at low rates.
WALLACE & CO., 29 Murray St., New York,
401 Pontiac Bldg., 338 Dearborn St., Chicago, Ill.

TYPE AND PRINTERS' SUPPLIES.

ORIGINAL DESIGNS in type for advertising
purposes. Our type is used more extensively
in advertising matter than any other make in
the world. Specimen pages on application.
AMERICAN TYPEFOUNDERS CO.,
New York.



COIN CARDS.

83 PER 1,000. Less for more; any printing. THE COIN WRAPPER CO., Detroit, Mich.

COIN MAILER

82. 60 PER 1,000. For 6 coins 83 Any printing. ACME COIN CARRIER CO., Burlington, Ia.

ILLUSTRATORS AND ENGRAVERS.

"WE ARE NOT" Printers or Publishers, but "confine our efforts exclusively and "concentratively to Designing, Illustrating, and "making of Engravings to print on a type printing press, in one or more colors. CATHER & "MANNING, 4th & Chestnut Sts., Philadelphia.

MAILING MACHINES.

THE DICK MATCHLESS MAILER, lightest and quickest. Price \$12. F. J. VALENTINE, Mfr., 178 Vermont St., Buffalo, N. Y.

HALF-TONES.

PERFECT copper half-tones, 1 col. \$1; larger 10c per in. THE YOUNGSTOWN ARC ENGRAVING CO., Youngstown, Ohio.

NEWSPAPER HALF-TONES.

2x3, 75c; 3x4, \$1; 4x5, \$1.20. Delivered when cash accompanies the order. Send for samples. KNOXVILLE ENGRAVING CO., Knoxville, Tenn.

HALF-TONE or line productions, 10 square inches or smaller, delivered prepaid, 75c.; 6 or more, 50c. each. Cash with order. All newspaper screens. Service day and night. Write for circulars. References furnished. Newspaper process-engraver. F. O. Box 415, Philadelphia, Pa.

CARD INDEX SUPPLIES.

GET prices on Stock Cards and Special Forms from manufacturers. Cards furnished for all makes of cabinets. Special discounts to Printing Trade.

STANDARD INDEX CARD COMPANY, 707-709 Arch St., Philadelphia, Pa.

PREMIUMS.

THOUSANDS of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 500-page list price illustrated catalogue (C.C.) Greatest book of its kind. Published annually, 35th issue now ready; free. S. F. J. YERLS CO., 47w. and 49 Maiden Lane, N. Y.

TYPEWRITING.

MULTI-TYPEWRITING

It's working a revolution in typewritten imitation; no squeeze or halation. ROGERS & CO., 119 Jefferson Ave., Detroit, Mich.

POSTAGE STAMPS.

25 OFF, un gummed, unused, U. S.; e. o. d. ORSER, buyer, 244 Milwaukee Ave., Chicago

RENEWING THE SUPPLY

Baton Rouge, La., Oct. 26th, 1906.

PRINTERS INK JONSON, New York, N. Y.

Dear Sir: It is about time for us to renew our supply of ink, and we shall be glad to have your ink book and sample of colors. Our last order is not quite exhausted, and we don't want it to be before the next supply comes in.

Thanking you again for past courtesies, we are

Most sincerely, LIVE OAK SCHOOL

My friends never seem to forget me, and, even though they may stay away for years, they always come back with a kind word for my goods and my methods.

The small job printers, also the newspaper publishers, all realize that I was the first ink man to deliver a stinging blow to high prices by selling my goods at a fair figure for cash in advance and catering to the small consumers by putting up my inks in small packages.

My sample book, containing one hundred and twenty-five specimens of my best selling inks, can be had for the asking. Address

PRINTERS INK JONSON, 17 Spruce St., N. Y.

THE recognized leading newspaper of Southwest Texas is the **SAN ANTONIO EXPRESS**. Absolutely without competition in its field. Pays all advertisers. Circulation: Daily, 14,300; Sunday, 19,200; Semi-Weekly, 19,000. As a classified advertising newspaper the Express ranks A1.

The retail merchants and the jobbers of San Antonio will testify to the fact that the San Antonio field may be covered thoroughly by the use of the Express alone, and that it cannot be covered nearly as well by the use of all other San Antonio papers combined.

Inquiries from San Antonio merchants will result in justifying you in picking out the Express for your advertising in that city and territory.

Address Express Publishing Co., San Antonio, Texas, or Jno. P. Smart, Mgr. New York Office, Room 628, 150 Nassau Street, New York, N. Y.

Not an Experiment,
Tho' New Here.

HARMSWORTH SELF-EDUCATOR MAGAZINE

The most helpful periodical in the world.

The English and Canadian Editions are greatly successful.

\$2,500,000 paid in subscriptions and news-stand sales of the English Edition since it started eleven months ago.

The Canadian Edition, nine months old, has almost from the beginning enjoyed a circulation of 40,000, equal to one per cent of Canada's English-speaking population of 4,000,000.

More than 65,000,000 English-speaking people in the United States. They will have the American Edition of the "SELF-EDUCATOR" brought very forcibly to their attention, through strong and convincing advertising, planned to cover the country.

In response to classified advertising recently done, the names of **2,000,000** possible subscribers have been enrolled.

There is wonderful merit in this publication; and knowhow, energy and money will be freely used in exploiting it.

An independent and individual circulation, with long and active life to each copy, is assured.

300,000—\$120 a page. Where's there a rate so low?

Make a Contract Now

RICHARD WOOD,

Advertising Manager.

INTERNATIONAL PUBLICATIONS, LTD.

224 FIFTH AVENUE, NEW YORK.

The Publishers of AINSLEE'S MAGAZINE offer a Cash Prize of \$50.00 for the Best Motto to Combat the Substitution Evil :: ::

OUR REASON for offering this prize is to secure for the manufacturer of any advertised article his rights. We want a slogan for those who object to having substitutes palmed off on them. It's to be short and to the point, but not insulting. It should be an answer that any man, woman or child can give a stranger as well as to a dealer of old acquaintance. The motto should not contain more than fifteen words. Send as many mottoes as you like. Be sure to have your name and address written plainly each time.

The prize of \$50.00 will be awarded by a committee of three advertising men of national reputation.

The prize-winning motto will be published at the bottom of the advertising pages of AINSLEE'S. Contest will positively close February 15th, 1907.

Address Motto Contest

AINSLEE'S MAGAZINE

77 SEVENTH AVENUE, NEW YORK CITY

COMMERCIAL ART CRITICISM

BY GEORGE ETHRIDGE, 33 UNION SQUARE, N.Y.

READERS OF PRINTERS' INK WILL RECEIVE, FREE OF CHARGE, CRITICISM OF COMMERCIAL ART MATTER SENT TO MR. ETHRIDGE.

A cake of Disinfecting Soap vigorously applied to the advertisement marked No. 1 should help some. With the exception of the man who made it, the advertiser who O K'd it, and the engraver who etched it, it is doubtful if anybody on earth ever found out what this advertisement said or meant—which makes it rather expensive advertising. It is difficult to understand how anybody

appearance. Perhaps it would be better for a telephone company

CLEANLINESS AND HEALTH GO HAND IN HAND.
THE MOUTH IS THE AVENUE FOR THE ENTRANCE OF CONTAGIOUS DISEASE.

THINK IT OVER
MILLIONS ARE CONVINCED OF THESE FACTS.

THE HANDS ARE THE PRINCIPAL GERM-CARRIERS
ARTICLES OF FOOD SHOULD NOT BE TOUCHED EXCEPT BY HANDS WASHED WITH

"DISINFECTINE" SOAP
PREVENTS CONTAGION
HEALS SKIN DISEASES.
EXCELLED FOR TOILET
BATH—SHAMPOO.

MADE IN U.S.A. PATENTED IN U.S.A. & FOREIGN COUNTRIES.
DISINFECTINE SOAP, IT IS SOLD BY DRUGGISTS AT THE SAME PRICE EVERYWHERE.
DISINFECTINE CO. CANTON, O.



No.1

can utilize a piece of work so meaningless, so confusing, and so nearly indecipherable as this. Such an advertisement would be bad enough if used for a fertilizer, but when applied to a cleansing or purifying article it becomes doubly inappropriate. A clean but strong effect, like the advertisement marked No. 2, is several thousand times better in every respect.

* * *

Here is an advertisement which doesn't say much but which certainly presents a most attractive



"DISINFECTINE"
MEDICATED SOAP ANTISEPTIC

No.2

than for a caterer, but we can well afford to let that pass. This



When in need first-class catering work,

TELEPHONE TELLING'S

Private Branch Exchanges

is a splendid example of simplicity and strength. It is next to impossible for anybody to get past an advertisement of this character.

* * *

Here is a little freak from Cleveland, Ohio, which is supposed to sell hats for J. L. Clark & Company. It is not pretty; it is not funny; it is not sensible, and it possesses no selling power whatever. The woman in the hat is a freak, the hat is a freak and the whole advertisement is a freak. Such things used to be very common, and the fact that such a piece of copy is used to-day by

**There is Always
SOMETHING GOOD
IN OUR HATS.**



J. L. CLARK & CO.

HATS AND FURNISHINGS.

33 Euclid Ave. 2d door E. First Nat'l Bank

a Euclid Avenue business man shows that progress in the adoption of the principles in good advertising is slow.

* * *

Perhaps the most notable advance in advertising methods of the past year or two is to be found in book advertising. The newspapers of every day in the week show splendid examples of striking, and in some cases very interesting and convincing, advertisements for books. The book advertisement reproduced here is a good example of the style now most in favor. A short time ago

book advertisements were either not illustrated at all or only by a picture of the author, or of some scene from the book, which nobody understood. The copy con-

The Late Tenant

Is not the greatest story ever written. But it is a rattling good tale of love and mystery. It is already called the never-stop-till-you-finish-it story.

BUY IT NOW

Edward K. Lloyd New York Publisher

sisted of flattering encomiums from various newspapers whose opinions nobody cared for. There is still room for improvement, but it is gratifying to note that book publishers are waking up to the fact that the way to sell a book is to tell what it is about and thus arouse the curiosity and interest of the public.

* * *

This little Hub Gore advertisement is reproduced as an object lesson in simplicity, combined with distinctiveness and effectiveness.

Many constant wearers of the comfortable Juliet slipper have learned to insist that they be fitted with Hub Gore Fabric panels. Hub Gore Fabric insures a neater, smoother fitting slipper, and is guaranteed to outwear the shoe or it will be replaced free. It's to your interest to look for our Heart trade mark and insist on Hub Gore. **HUB GORE MAKERS.** Boston, Mass.

The space is small, the display and arrangement are good, the picture of the shoe shows up well and, as a whole, taking its size

into consideration, this is a splendid little advertisement.

* * *

Here is an advertisement of Rosette Wafers that might be stronger without hurting it, but which is above the average after all. It shows in a clear and



Rosette Wafers

The daintiest, crispest, little morsels that ever tempted an epicure, or delighted the fastidious. Light as a summer zephyr, and delicious as ambrosia.

You Can Make Forty of Them in Twenty Minutes

at a cost of 10 cents with this simple little iron and the thinnest batter. A distinctly novel delicacy for breakfast, luncheon and afternoon tea. Rosette Irons are sold by leading dealers at 50 cents per set. If your dealer has not received his supply, send us 70 cents and we will mail you a set postpaid.

Booklet of Recipes Free Write us your dealer's name, and we will send you a handsome booklet illustrated in 8 colors telling you how to serve these wafers. At the same time we will mail you our interesting catalogue of culinary novelties.

ALFRED ANDRESEN & COMPANY,
1306 Washington Ave., So., Minneapolis, Minn.

rather interesting way just what the article advertised is, just what you do with it, and just what the result is. That is all that could be reasonably required of any picture, and it may be well said that many a more pretentious illustration signally fails in doing even one-third as much.

THE November *Ladies' Home Journal* is a record-breaker, containing 100 pages of reading matter, 181 columns of advertising, 36,200 lines. This is over 161 standard magazine pages, and represents not only the greatest volume of advertising ever carried by this publication, but undoubtedly more than has ever appeared before in a publication designed for women's reading. Not a line for the Curtis Publishing Co. appears anywhere, and if any advertiser got in on an exchange basis he must have done so in the night. The *Woman's Home Companion* also has a number that breaks all its own precedents, with 23,042 lines of business. S. Keith Evans states that the edition for November was \$85,000, an excess of 135,000 over the number guaranteed to advertisers. Since the present management took hold of this monthly its newsstand sales have gained ten per cent.

Some Important Announcements

An Increase in Rates

Effective December 10, 1906, the advertising rate of FLORAL LIFE will be 75 cents an agate line. Positive orders for space to be used within a year of that date will be received in the meantime at the present rate of 50 cents a line, but no "blanket reservations" will be honored.

A Growing Circulation

This increase in rates is made necessary by the rapid growth of the circulation of FLORAL LIFE. At present the monthly edition is 150,000 copies, and we guarantee that figure as the minimum for 1907. As a matter of fact, however, our circulation plans insure the printing of editions of from 200,000 to 250,000 copies during the greater part of next year.

A Change in Size of Page

With the January, 1907, number we will change the form of FLORAL LIFE, and therefore the size of type page will be 7x10 inches. This gives a page containing three 13½-em columns, each 140 agate lines deep—420 agate lines to the page. The new form will make it possible to locate all advertisements—except full page "copy"—alongside reading matter.

THE YOUNG & BENNETT Co.

PUBLISHERS

Springfield, Ohio

"Where the Flowers Grow"

JEFFERSON THOMAS,

Manager of Publications.

BERT W. DYER, Assistant Manager.

PEARL YOUNG, Traveling Representative.

New York Office, Room 5004, 1 Madison Ave.

E. M. MANSUR, in charge.

Boston Office, 24 Milk Street.

F. L. WEARE, in charge.

Chicago Office, 337 Marquette Building.

JOSEPH E. MASON, in charge.

READY-MADE ADVERTISEMENTS.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

ST. KEVERNE, TATE ROAD,
SUTTON, England.

Editor Ready Made Department:

The judgment of the Little Schoolmaster on the inclosed three Stock Drapery Circulars of mine will be much appreciated. Best respects,

Faithfully yours,

PHILIP G. A. SMITH.

P. S.—I am grateful to you for your kind notice in Aug. 1 issue.

P. G. A. S.

All three of the circulars inclosed with the above letter are beautifully gotten up; in fact any advertising man on this side, where the art is generally supposed to have made more and longer strides, might well be proud to tather them. The one that impresses me most, "Clothes to Try On," is really a booklet of eight pages and cover, the latter in white and green, representing a pile of clothes boxes. Each page shows a full-length figure of a woman attractively gowned and hatted, and is divided into three sections—one containing that part showing the head and hat, another the waist and another the skirt. So, if the recipient of the book fancies the skirt on page one, the waist on page two and the hat on page three, she simply turns the page sections till she gets the three together. I started to count the different combinations possible by different arrangements of the pages but gave it up as a bad job after getting up to fifty-odd. I presume there are at least twice as many, taking in the complete figure on the inside back cover. On the back of the pages are paragraphs giving the vogue, offering samples of goods, etc.; and the inside front cover contains a general ad interestingly written and typed with excellent taste. The scheme may be old; I don't know. I am sure that it's good, old or new. The booklet was issued by Trenowath & Ennis, 244 the Parade, Cardigan.

Another of the booklets, "The

Mirror of Fashion," issued by Landar & Ewin, 162-164 Totnes Rd., Plymouth, is an oval or mirror-shaped cut-out. The cover design represents a mirror, reflecting a tastefully dressed young woman, and is printed in violet. Each of the left-hand pages contains some such sensible talk as this:

A Hat must harmonize with the Wearer's eyes, the cast of the features, the height and build.

No one is better qualified to advise on this matter than our Head Milliner, whose judgment may be absolutely relied upon.

And each of the right-hand pages shows a pleasing face with a becoming hat.

The last piece is simply a folder of heavy stock. On the front is shown a handsome, fur-clad young woman, in two colors, with the title, "A Dress Address," just beneath. On the first page, inside, W. F. Harland & Son, College Green, Bristol, announce the arrival of their first delivery of Autumn models; the next page being occupied by a well executed half-tone showing two women in Fall costumes. While simpler than the others, this folder is gotten up in the same high-class way. Mr. Smith is to be congratulated on his clever handling of these subjects.

A "Different" and Lively Savings Bank Ad. From the *Texarkana (Ark.-Tex.) Evening Texarkanian*.

"There is more luck in one little bank-book than in a ship-load of dream books."

Quit dreaming about "that savings account" and come in and open a real one.

"One Dollar Will Do It."

THE STATE SAVINGS & TRUST CO.,

Texarkana, Ark.-Tex.

ELECTRIC SERVICE SUPPLIES Co.,
Electrical and Mechanical Supplies.
CHICAGO.

Editor Ready Made Department:

PRINTERS' INK has always been of great value to me, and I would appreciate criticisms on inclosed advertisements, which I have written for technical trade journals.

May I see your opinion through the columns of PRINTERS' INK?

Yours very truly,

ELECTRIC SERVICE SUPPLIES Co.,
By H. K. Stroud, Adv. Dept.

While this department is intended almost exclusively for retailers, its editor has spent some seven or eight years in making copy for use in the trade and technical journals, and feels that he is beginning to know something about these particular, and in many respects peculiar, kinds of advertising. The ads submitted with this letter, two of which are reproduced in this department, very much reduced in size, are certainly good ads—the sober, sensible sort that will interest the

which will show the reader that the writer knows what he is talking about—a very necessary thing in this kind of advertising. The other one "Keystone Insulation," devotes nearly half its space to general talk about other com-

Keystone Insulation

There are many different kinds of insulation on the market, and it is often a trying matter to

decide which is the most desirable to use. It is largely a matter of honesty of the manufacturers of the compound. There are very

nearly as many compounds as there are roads to use them, and they vary in value as do the roads they are made for. An insulating compound

worthy of being called

"KEYSTONE" must be

pretty good. We make

"KEYSTONE" insulation

and our guarantee begins

with the actual raw material

and extends clear through

and includes the insulators

in place upon your line. Keystone Compound is

tough, fire-proof, water-proof, and good without

being expensive. We have all standard sizes and

shapes, and can make any size or shape to order.

ELECTRIC SERVICE SUPPLIES Co.

"Supplies for every Electric Service"
Major & Engle Dept. Porter & Berg Dept. Garton-Donald Dept.
PHILADELPHIA CHICAGO ROCHESTER

sober, sensible sort of people who read the trade and technical papers. The one headed "Bond Wisdom" seems particularly good—says some things that most every electrician knows but needs to be reminded of, and things



A perfect union is necessary to a perfect bond. The better the contact, the less the resistance to the current. The Protected Rail 'Bond is the closest union that can be made between copper and steel. You cannot drive copper into steel with a hammer. By the use of our compressors the copper of the terminals is forced into every pore of the steel.

Ask for our other arguments

ELECTRIC SERVICE SUPPLIES Co.

"Supplies for every Electric Service"
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pounds—space which might better be given to definite talk about "Keystone," or to emphasizing the guarantee which, by the way, might well be made more specific."

A Good One for Sponges. From the Waterville (Me.) Morning Sentinel.

Doctor Sponge

has a very large practice but it would be much larger if people only knew what an excellent physician he is. He comes to see you in all sizes, with a cake of soap in his grip. My window display for this week will be sponges and soaps. I shall make a 33 1-3 per cent discount on all these goods. 25 cents buys a wire rack, sponges, cake of soap and five pound bag of sea salt. Largest line of souvenir post cards in the city.

WILLARD R. JONES,
Registered Pharmacist,
48 Main Street,
Waterville, Me.

NORTH WESTERN FUEL Co.,
Pioneer Press Building,
1837 St. Anthony Ave.
St. Paul, Minn.

Editor Ready Made Department:

Inclosed please find an ad written by myself. I would be pleased to have you criticise it in the columns of PRINTERS' INK.

I have been a student of PRINTERS' INK for a number of years but have never written advertisements, and would like to have your opinion as to whether you think I have the making of an adwriter.

Respectfully yours,
R. NIEMEYER.

Even if the ad you submit were a great deal better than it is, I should not want to assume the responsibility of saying that you have the making of an adwriter. That can be determined only after a good deal of actual experience, though there are those, among the correspondence schools, who will tell you, with even less to judge by, that somebody is waiting anxiously to employ you at \$5,000 or more per year. I am sorry that I can't conscientiously say more for your first effort, but it would do you more harm than good if you were told that this is a good ad, for it is a very ordinary one—even weak. The "try it" argument is a very old one; it makes no particular impression unless you add "at our expense." Even then it would not create much excitement. You say "Gives just as much heat as inferiors. In fact, more." Well, why not? What makes the others inferior? Why say anything about "just as much" if it gives more? "Speaks for itself" is another of the many old phrases that has been used so much as to lose its meaning, if it ever had any. But you would be very foolish if you quit trying because of this criticism. You'll find a lot of good coal ads in back numbers of PRINTERS' INK and in issues to come. Study them, try to put yourself in the place of the prospective buyer and see if the things you write impress you from

that viewpoint. Here's a reprint of the ad:

WISDOM IN BURNING
SCRANTON.

Try it, then the statement is without a doubt.

Scranton, a hard coal, most all carbon, clean and burns to an ash; gives just as much heat as inferiors. In fact, more.

Don't take our word; try it; Scranton speaks for itself.

FUEL COMPANY,
St. Paul, Minneapolis.

Reformed Spelling as Applied to Girls' Suits. From the Philadelphia Record.

New White
Russian Suits for
Girls, \$3 to \$5.50.

Every fall we get advanced styles for little girls who will wear white all winter in the house or school room. Of late the custom of wearing white the year round has become more & more pronouncet, & sensibly so when one considers the attractiveness of the cleanly appearance that is the invariable result.

These are among our earliest consignments & you will be pleased to know that "Russian" covers a multitude of variations sprung from the Russian style proper.

Pique, rep, linene & madras are the materials & some dresses have embroidered stars, anchors, etc.

Either white or colors.
4 to 10 years.

JOHN WANAMAKER,
Philade'phia, Pa.

An Excellent Ad Which is Handicapped by a Meaningless Headline. From the Albany (N. Y.) Evening Journal.

If You Are

a person to whom neatness means a great deal, you will appreciate The Essex, for at my place neatness is carried to such an extreme that the dishes you use have been washed in the boiling hot water of an electric washing machine, and have not been touched in the washing or the drying by human hands.

H. J. P. HAMPTON,
The Essex Lunch—Always
Open.
60 No. Pearl (Branch at 18
So. Pearl),
Albany, N. Y.

*A Combination of Valuable Services
Not Often Enough Or Well Enough
Advertised. From the Sioux City
(Ia.) Tribune.*

The Land of the Free.

Have you relatives or friends in the old country, who are longing for the time when they can share with you the advantages of this United States? Would you like to help them get here?

Our Foreign Department Will Help You Do It.

We sell steamship tickets to and from any of the principal seaports on any line, and issue Foreign Exchange, Letters of Credit and Travelers' Checks, available anywhere in the world. Call and see us to-day.

FIRST NATIONAL BANK,
Oldest Bank in Sioux City,
Capital and Surplus \$350,000,
Sioux City, Iowa.

Another Shannon Ad.

Skeleton Keys Won't Open

—a Yale Rim Night Latch. Nor will a "magic" jimmy. This particular latch has been baffling the best of the burglarizing profession since the late sixties. Better get one for your front door. Price, complete with paracentric keys and screws, \$1.50.

We've other night latches similar to the Yale, by other makers, for as little as \$1. and standard latches that we also recommend, for 60c.

Brass Chain Bolts hold the door securely when partially ajar. Open just enough to talk through, not enough to walk through. 50c. to \$1.

Brass Door Knockers—again in style. Old colonial designs, \$2.25 up.

Brass or Bronze Bolts, for the bath or bedroom doors. 25c. to 50c.

We make or mend anything of metal. Let us estimate.

SHANNON,

Hardware.

816 Chestnut,
Philadelphia, Pa.

*For Umbrellas and Umbrella Repairing.
From the Albany (N. Y.) Evening
Journal.*

The Rain will Surely Come.

Then why not provide yourself with a new Umbrella or have the old one put in order before the need is felt?

J. McELWEE,

The "Umbrellarian,"

can satisfy your every want at the Albany Umbrella Hospital. Although there has been a rise in umbrella goods, our prices are as low as ever, for our sales are so great that we are satisfied with small profits.

12 North Pearl Street,
Albany, N. Y.

*All That Beans Are To Boston Scrapple
Is To Philadelphia. From the Philadelphia Bulletin.*

A Scrapple and Sausage Breakfast.

Um!

To-morrow and Saturday we will have fine fresh country sausage and toothsome scrapple.

The sausage is the all-pork variety. Made up-State under conditions as sanitary as your own kitchen. It's the genuine old-fashioned country sort that smells sweet even in its raw state. If you're farm-bred you can tell at a glance that this is not the make-believe city-made sausage. Only 18c. the pound.

With our scrapple you'll be especially pleased. It's the sort with body to it. Not greasy, nor will it freeze to crumbs in frying. You've perhaps tasted that kind. Ours sells 3 pounds for 25c.

Maybe you like hot cakes and syrup with such a breakfast? Here are a few suggestions:

Glenn's Self-Raising Flour, 10c. package.

Reliable Flour, 10c. pkge.

Hick's Self-Raising Flour, 10c. package.

Old-Fashioned Buckwheat 5c. lb.

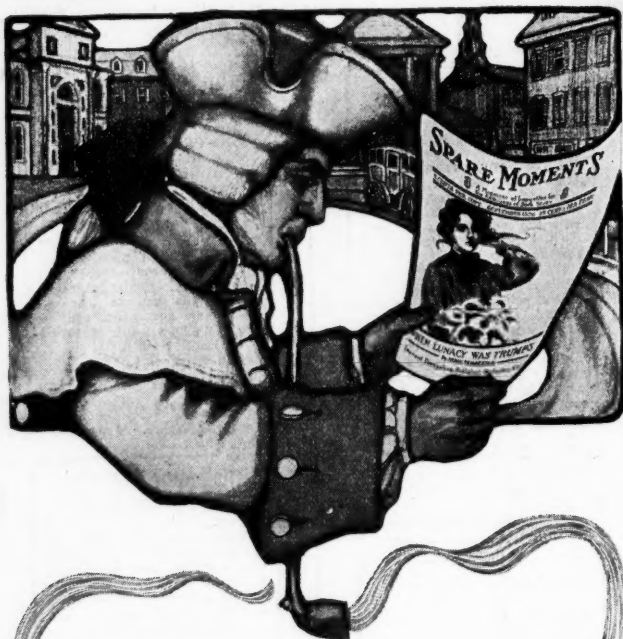
Maple Syrup, 25c., 50c. per bottle.

We deliver in Camden.

THOS. MARTINDALE & COMPANY,

Teas, Coffees & Groceries.

Tenth & Market Sts.,
Philadelphia, Pa.



**"Put This In Your Pipe
and Smoke It!"**

STATEMENT NO. 1. The class of subscribers to SPARE MOMENTS, of Rochester, N. Y., is the equal of that of any magazine published, no matter what its subscription price may be.

STATEMENT NO. 2. SPARE MOMENTS will give any advertiser, in proportion to cost, returns equal to or exceeding the best "pulling" mediums in the country, no matter what their circulation or subscription price may be.

STATEMENT NO. 3. The circulation of SPARE MOMENTS is "over" 250,000 copies each issue; each copy going out in a separate wrapper to just that number of individuals.

If you want proof of any one or all of the above statements of facts write "Show me" to

**LEONARD DARBYSHIRE, Publisher,
ROCHESTER, N. Y.**

NEW YORK OFFICE:
1 Madison Avenue.

CHICAGO OFFICE:
19 Wabash Avenue.